JULY 1937 EST. 1906

Le American

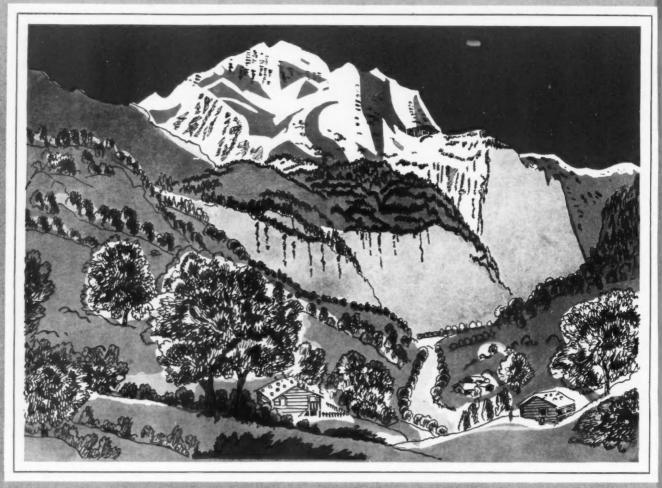
OSMETICS · TOILET PREPARATIONS



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AMERICAN CAN COMPANY





# Essence Selectionnee Alpes BY CHARABOT ET CIE.

ARENESS! From the sturdy Alp country traces the Petitgrain, Lavender, Rosemary, Spike (Aspic), and the White Thyme.

Enters then, the artisanship of the Charabot organization, processing these rare flowers into Charabot Essence Selectionnee Alpes.

Note well the finished products into which these

Charabot deluxe volatile

oils enter. Your considered judgment tells you that they are true aristocrats in their respective fields.

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Ungerer & Co., our American representatives, will be proud to furnish samples on this or any other of

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Every can of Mysore Oil is specially sealed and serially numbered. Do not merely specify "Sandalwood Oil U. S. P." but insist upon Mysore Oil; and for your own and our protection be sure the seal is unmutilated.

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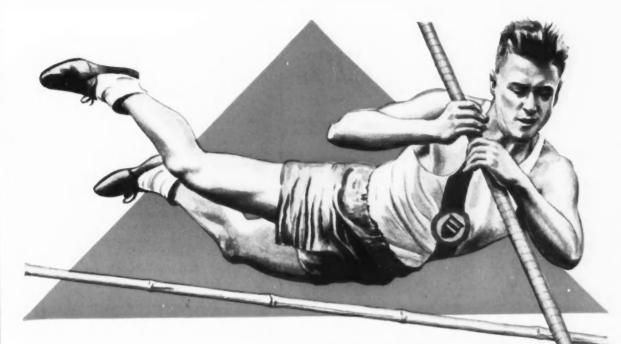
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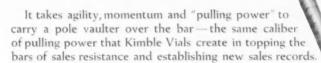
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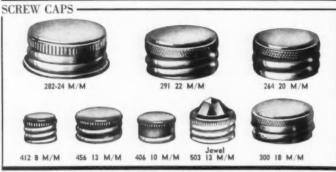
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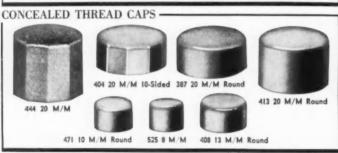
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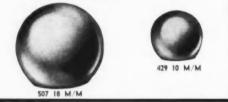
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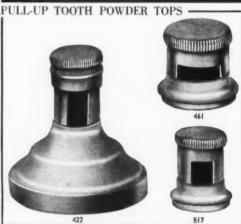
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A price range enabling you to make use of this odor for the finest grade merchandise, or for a moderately priced line. Send for sample today!

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July, 1937

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These powder puffs are not to be confused with so-called sterilized puffs—for sterilization is only a temporary condition, ineffective with first use of the puff.

Our velours and wools are treated with antiseptics when manufactured. The puff remains antiseptic throughout its life, or until washed. The inhibitory action is constant—always on the job battling Bacteria, protecting the reputation of your cosmetics. • WRITE TODAY for literature and samples.

ASEPTIPUFS always sanitary (Of course the unusual attractiveness of our powder puffs has also helped to make them so outstandingly popular.)

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ROUGE and POWDER (More than 150 tints)

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O ERR is human"... and being human we do make mistakes. Errors escape our notice occasionally in spite of a most rigid system of checking and rechecking from the time an order is received until it has been filled, sealed and packaged for shipment from our plant. In general, however, our record for accuracy has been rather a subject of approbation than of censure. Witness the letter recently received from a customer with whom we have been doing business for more than forty years. Calling attention to a slight error in shipment, he closed with this comment:

"If the writer recalls correctly this is the first mistake we have had in a FRITZSCHE order for a good many years. You are to be complimented on this record."

Complimented? Well, hardly, for after all, is not your loyalty and patronage of our goods deserving of every satisfaction our services and products can possibly render? We think so, and if such aims have been achieved then we are gratified!

FRITZSCHE BROTHERS, INC.





YESTERDAY, natural jasmine presented the problem of an essential fragrance, prohibitive in price. Today, FRITZSCHE offers this solution—JASOLEA! Search as you may, you'll not few jasmine substitutes quite the match of this exquisite new material.

**IASOLEA** "N" is jasmine by enfleurage—in all but fact. Its striking similarity, even to the obscure fatty odors of the natural oil, is a research achievement of highest rank.

**IASOLEA** "X" duplicates precisely the jasmine absolute of volatile extraction. It blends perfectly with the natural oil, and in recommended proportions, defies even expert detection.

**IASOLEA** "F" is a finished perfume specialty possessing all the fragrance of the living flower. An indispensable working base for jasmine perfumes, its use necessitates little, if any manipulation.

Write us on your letterhead for further details.

# HERE'S RELIEF from RISING COSTS!

ONTHS ago we realized that eventually increasing prices of essential materials would force the perfume manufacturer to choose between making a good product or making a fair profit. We realized, too, that he should be provided the means for making both. The synthetic specialties which we have since developed are intended to accomplish that end. That they do, JASOLEA and TUBE-ROSE 7806 will soon prove.

# TUBEROSE 7806

With extracted tuberose commercially unavailable, and the price of tuberose from enfleurage still pointed upward, we have the perfect setting for a perfect tuberose synthetic. And we feel that TUBEROSE 7806 is actually such a product. So completely does it blend with natural tuberose that detection of its presence after admixture is all but impossible. Too, it can be used in powders and creams without fear of discoloration . . . and in gardenia and other formulae to impart the true wax-like character of the flower. A true-to-life synthetic, TUBEROSE 7806 warrants your immediate investigation. Write us for samples and prices.





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# Seillans\* ESSENTIAL OILS They're the Finest!

ITHOUT doubt, these perfume and flavor oils, produced in our Seillans Plant, are the finest that can be made. Absolutely pure, 100% oil without admixture or addition of any kind, they set a quality standard that may be matched but cannot be surpassed.

For your consideration, we offer this splendid selection of Seillans Essential Oils:

ANGELICA ROOT
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CARDAMOM
CARROT SEED
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JUNIPER COMMUNIS
LABDANUM
MARJORAM, SWEET
MYRRH
NEROLI, BIGARADE
OLIBANUM
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It is made in the largest plant in the world devoted



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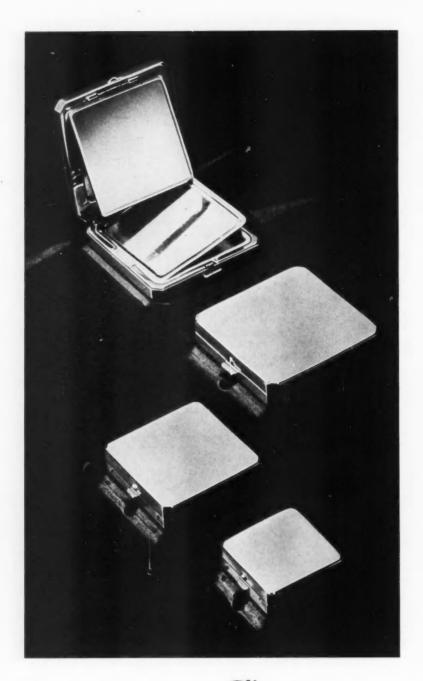
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# This Fascinating Scent

is but one of the many successful "D & O" perfume creations which have found their way into finished products now enjoying a wide spread following.

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We have a varied assortment of popular odors which have already been tried and tested, proving their merit and popular appeal.

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Zinc Stearate U.S.P. Merck

Fine, white fluffy powder, free from grit and harsh particles, and rancid odor. Made only from triple pressed Stearic Acid.

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A very fine mesh, adhering agent.

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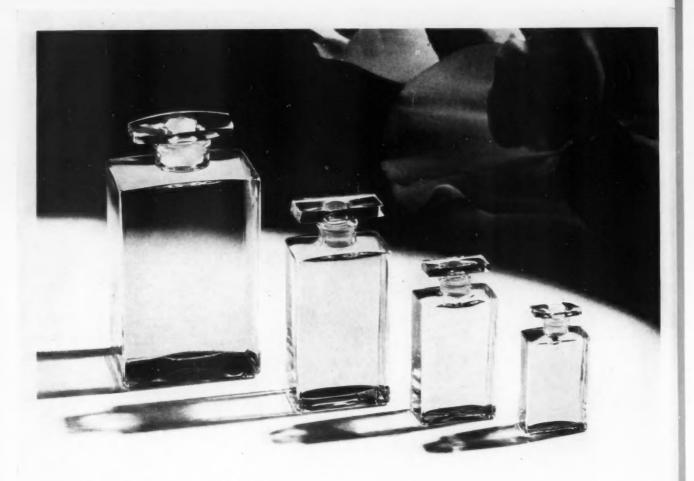
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"Alpine Violet Extra" lifts, adds mellowness to bouquets. It blends with every synthetic and essential oil . . . enhances the character of all types of perfumes, creams, and toilet waters.

"Alpine Violet Extra" is the ideal adjuvant for distinctive perfumes, yet its price is most reasonable. Samples and additional information will be sent on request.

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A splendid and popular odor for a dusting powder.

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The new Riviera line of bottles for the distinctive packaging of all liquid tolletries is now available: five sizes—one-quarter ounce to four ounces. Write for prices.

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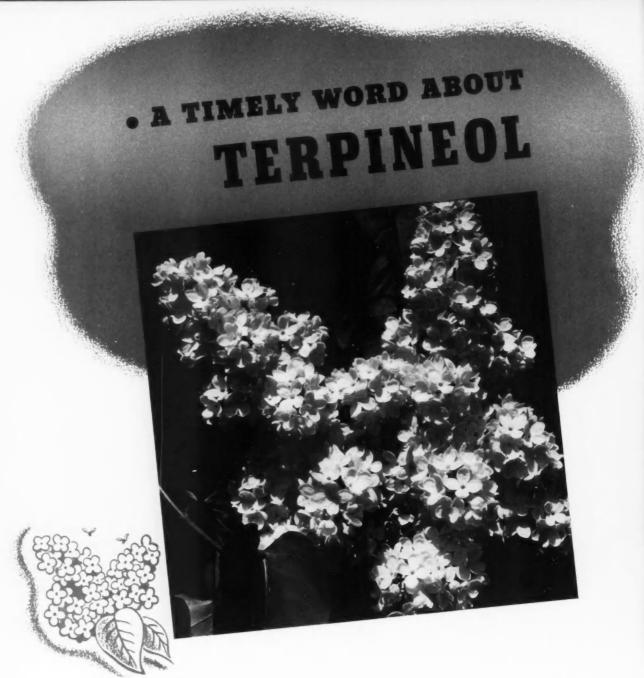
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Shy and bashful-yet how he longs to get in there and "pitch." Some packages are like that, too. Instead of boldly commanding attention by standing out on crowded counters or shelves, they seem to be waiting for someone to push them forward. People don't buy unless they have confidence in the product-and a great part of that confidence is gained by an attractive, modernly designed package. Owens-Illinois is thoroughly experienced in producing Salespackages—the kind that really sell in addition to contain. Bring your container, closure, label and carton problems to Owens-Illinois Glass Company, Toledo, Ohio. Sales offices located in most large cities.

# 11111115 SALESPACKAGE IS A SURE



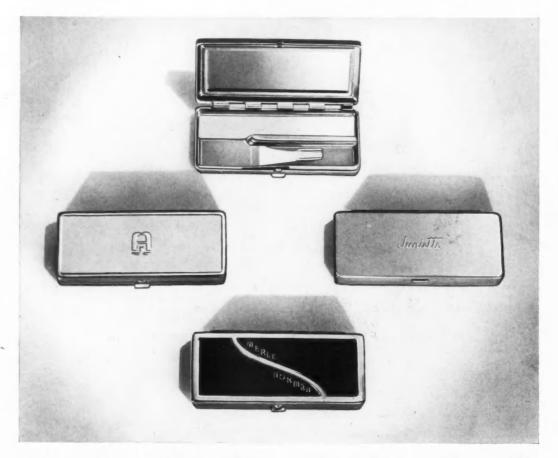
### MASCARA BOXES

Three mascara boxes . . . finely made . . . attractive in appearance — yet, except for the special stampings, available from standard tools. Of the three mascara boxes shown, one is finished in all-over green enamel with a filled gold line and the brand name stamped into the body and filled. The second has a depressed panel with an enamel fill and raised initial. The third an individualized brand stamping with the lettering depressed and filled to match the panel.

Stamping and special fillings similar to the three illustrated and described here can be provided at slight additional cost.

All three boxes are furnished complete with mirrors and mascara brush holders (see upper box) ready to be filled. If you use vanity cases, rouge boxes, closures, mascara boxes, or items of this nature in quantity, the facilities of Scovill will be of use to you. A letter to Waterbury or any Scovill sales office will bring you full information.

FE



## SCOVILL



MANUFACTURING COMPANY

Drug and Cosmetic Container & Closure Division

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### A ROBBINS PUBLICATION

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There is no finer cosmetic container than a Karl Voss box.

# KARL VOSS CORPORATION

Division of Shoup-Owens, Inc. NEW JERSEY

HOBOKEN





In which the Publisher comments briefly on some of the important news events of the day and other things that interest him.

#### **ODORS**

Far be it from the perfume industry to stick its nose into other people's business, but great industries have become nose conscious.

Printers seek to neutralize the printing ink odor (the breath of life to the journalistic scribe and his ilk). Tanners seek to modify the leather odor (again, a tonic to our increasing horse-riding enthusiasts). Rubber is reaching out for acceptance in polite society. There is a long list of odor-conscious industries and products knocking at the same gate, such as the tobacco industry, the liquor industry, confectionery, undertakers, etc.

Some deodorize and then re-

We hear that the list comprises some 52 separate and distinct industries.

—All this to make the world a pleasanter place in which to live and mingle—to the profit of the manufacturers of aromatic products.

#### HIRAM'S WIFE—AND DAUGHTERS

An expanding market is opening to this industry. The farm market is "in the market" in no uncertain terms.

Reports show farm income upvery comfortably up. And indications are that it will stay up. Mr. Wallace will see to that.

Of course, everybody wants this business, the farm machinery people leading the list. The radio, the movies, and consumer publications have transformed the demands of the farmer and his family.

Their social life is enlarged. The automobile annihilates the proverbial farm isolation. They will spend for the good things of life.

And cosmetics, toilet preparations, etc., are now an indispensible part

and parcel of rural social life. Some people feel that the manufacturers in this industry bleed each other while battling over the city market. Maybe so. Maybe a few of them will make a drive in the green field market and find it good going.

Sears and Montgomery Ward do not own this market.

## LOGICAL "OPPOSITION" IS DESIRABLE

Believe it or not, it would appear that Congress is assuming a wee mite of initiative and that some good oldfashioned debates will again enliven proceedings. Not "opposition" debates primarily but general airing of views regardless of party.

Any government without opposition, in the end, defeats good government. It's human nature, if unapposed, to become arbitrary.

So it's healthy and normal to see measures challenged, put under the spotlight, clarified, understood, and possible results analyzed—all put before the Congress and the public for orderly consideration and mature legislation. That's the function of Congress anyway. Let's have more of it.

#### ENCOURAGING IN SPITE OF DIFFICULTIES

Industries are inter-dependent let that fact be ever in our minds as a premise when in a reflective mood.

Some lines are experiencing the usual seasonal recession. Business nationally has forged ahead in definite fashion. Seasonal slack must be expected but not construed as ominous.

True, in certain industries it may be *more* than seasonal, but we are not yet in normal stride. It is somethings like an evolution. Old premises are overturned. We have additional taxes not yet assimilated. We have novel controls not yet understood or applied. The rules of business are changing, particularly distribution and marketing.

Industrial relations are in flux. Government itself is in definite transition. National finances are not yet in balance. Unemployment problems are still unsolved and costs out of proportion.

Capital reaction is uncertain.

How much of current prosperity is due to "pump priming" and what will ensue when it is reduced or withdrawn?

These are bothersome questions. Much proposed legislation of tradition shattering character is not yet passed. In what final form will these measures become law? And when? And with what effects upon the general welfare?

The labor situation is seething. This was expected. It will seek stability from force of public opinion soon (we hope).

Consider then, are we not fortunate in that business is better, progressively improving on the whole?

With all this uncertainty, with all the unsolved problems, in spite of the fact that we cannot chart a clear course very far ahead, business men generally are showing that "they have what it takes."

## WHAT BUILT THIS INDUSTRY?

Before the Great War, a painted lady on the street was the object of marked comment—to put it mildly.

Make-up, paint, enamel was crude. Usage persisted and the industry strove for refinement and attained the goal. Now a girl or woman who does not avail herself of the plentious aids to better looks, is considered odd.

Thus was the industry created.



**FOOD FOR BEAUTY:** Blue Zurich Room in the Helena Rubinstein Salon at 715 Fifth Avenue, New York, where specially prepared luncheons, consisting of fruits and vegetables, are served. Mme. Rubinstein claims these luncheons are slenderizing and yet contain the necessary vitamins and minerals.

# **COSMETIC ALLERGY**

N previous articles in this magazine, we have cited numerous examples of allergy, or altered re-activity falling in several classes. Among the peculiar classes instanced are: (1) A skin which once tolerated application of a certain product may later become sensitive to it, or acquired allergy. (2) Allergy to a combination of two cosmetic substance applied one after the other. This is very rare. (3) Combinations of circumstances cause altered responses, for example, perfume dermatitis from a combination of perfume and sunlight. (4) Physical allergy such as that to heat or cold without the presence of protein or other allergens, and others.

We should progress at this time to a consideration of the mechanism of altered reactivity. That is a hopeful introduction, but it is a vain hope. We do not know the mechanism. We think we know how some of the wheels go round. We do not know what makes them turn the way they do. We find excuses, or shall we say reasons for our explanations. And oftimes, the explanation does not explain everything, nor for very long.

Early in the study of what we now call allergy, the idea was that proteins were needed to cause the reaction. The experiments in those days called for the application of some Following articles in The Perfumer and the work of H. Gregory Thomas and the T. G. A. Board of Standards, The American Medical Association has at last decided to withdraw its approval from advertising of so-called "Non-allergic" Cosmetics. DR. HERMAN GOODMAN, author of previous articles on the subject, here presents some further facts and ideas on allergy which, at this time, should be particularly valuable to manufacturers. The subject matter of this paper was presented at a meeting of the New York Branch of the American Pharmaceutical Association on May 10, 1957.—EDITOR.

protein material at one date, followed by a second application some time later. The first application was harmless. The second led to dire results. The experimental work of that early day was called anaphylaxis. Many persons desire to transfer the concept of anaphylaxis into modern allergy. But, such examples as altered reactivity to physical substances, such as ice, make it a difficult problem.

Then we have the concept of protein sensitization which is not unlike the animal anaphylaxis. The thought here is that the person with altered reactivity had been sensitized at some antecedent time to the same substance which calls forth the altered reaction. To bolster this view, the protagonists would have us include the sensitization of the about to be born child. This takes us quite a way from our path of allergy to cosmetics, doesn't it?

#### Theory of Histamine Release

For those who wish to consolidate the ideas of anaphylaxis, of protein sensitization, and such things as allergy to physical objects as ice, we offer the concept histamine and histamine-like substances. The estimate has been made that the epidermal layer of the skin contains no less than six times as much of such substances than deeper layers of the skin. The theory is that

the histamine is mactive while within the cell, but intensely active when released. According to the theory I would propose or to which I would subscribe if it has been offered antedating my first publication of the heory is that any substance releasing histamine may act to cause the subject to react to the application of the histamine releasing material. The immediate cause is the released histamine; the preliminary cause may be anything. In this relation, I would mention experiments which I conducted on animals with lethal doses of paraphenylenediamine and with lethal doses of thallium acetate. The results of these diverse chemicals were similar to those from histamine. More remarkable is the fact that the two drugs which are so unlike had this similarity; they affected different animals differently! This individual idiosyncrasy may be akin to altered reactivity!

We have not travelled very far along the theoretic road of allergy, but it is time to give some suggestion of practical value. First: We must make the distinction between toxicology and allergy. It is not fair to call the reaction to the application of phenol as an allergic reaction. It is the unusual skin which would not ulcerate under a covered application of five percent carbolic ointment! We expect thallium acetate to have certain toxic effects. Remember our definition? Hence in practice, lists such as promulgated by boards of health, and non-official agencies can only be valuable in indicating those drugs and chemicals which are prone to have toxic effects in normal dosage on normal persons.

A master list of such drugs and chemicals was published not so long ago. Let us take one example from that list-the sulfides as used in removing unwanted hair. The action of the radical which acts to soften and permit the removal of the hair above the surface of the skin is that of a keratolytic. The surface of the skin and the structure of the hair are kin in that they are both made up of the complex substance we call keratin. The sulfide needed to remove the hair also acts upon the skin surface. A person reacting to sulfide depilatory by redness and pain of the area of skin to which the depilatory was applied may not be said to be allergic to the sulfide. It is a normal action, albeit an undesirable one.

It is an anticipated reaction. The term dermatitis venenata is applied to such an effect. It is the same term which is applied to poison ivy eruptions. And here we get into hot water, for not everyone exposed to the effect of poison ivy acquires the eruption. Hence we are back to the old adage: One man's meat, another's poison.

#### Use of Patch Test

Let us however take courage. We can utilize some facts to our advantage. One of these is the place which the patch test has in predetermining the sensitivity of any one individual at any one time to one or more substances suspected of causing altered reactivity. Let us take a young man who uses a hair tonic or scalp wash. We can do a general test: take a few drops of the material and place it on the unbroken skin of the inner surface of the arm and wrapping it in place for 24 hours. Itching, burning, and the appearance of redness and blisters at the site of the application are held to indicate sensitivity. The matter is translated into acceptable proof that the material which caused the skin to so react, would also cause the scalp or other site of the original application to react. Contrariwise, it may well be that there is no reaction at the site of the local test on unbroken skin. It may well be that the skin is really sensitive to the local application but that the clinical eruption for which a cause is sought is due to something entirely different.

The patch test is the easiest, and one most commonly utilized in cosmetics. Some health departments insist that such a test be performed before the application of any two bottle hair dye. This is a safe provision of the law, provided that the test is done under conditions as close to regular application as possible. The material tested must be exactly as to be used in the hair dye; and the site chosen must be close to the hairy border of the scalp covering both the hairy and non-hairy portion.

If we are testing for the sensitivity of a perfume under the fear that it may cause darkening if exposed to the sunlight, the test condition must simulate the natural use of the material. If the person is to be exposed to natural sunlight, the test should be done under natural sunlight.

Suppose, we seek to determine the single factor involved in a reaction to a scalp tonic. We must test for the items individually, and in combination with one another or we may fall into error.

Above all else, we must test the material on those layers of the skin to which it may be held to be supersensitive. For this, we have a variant of the patch test. The skin is broken at the site of the test application. However, we must offer a serious warning. The reading of the reaction, and the interpretation to be placed thereon depend upon experience.

Other methods for testing are not available for the non-medical expert. Such methods include the use of fluid substances by hypodermic injection into the layers of the skin; and the involved Prausnitz-Küster reaction by which the serum from a person known to be allergic to a substance, let us say fish, is injected into an area of skin of the person to be tested. The second person then partakes of the fish. The site of the injection shows whether there is any reaction to confirm the altered reactivity.

#### Interpreting the Results

As usual, we must give a few words of warning. All too often, the allergic reaction brought forth on testing is held to be the end of the search for the cause of any ill effect. This is indeed an error. All too few really indicate the actual cause in every case. There are persons who react to scores of substances or to one or two substances. Experience has taught them that contact with these causes them no discomfort and no exaccerbation of symptoms. On the contrary, other persons do NOT react to hundreds of test substances. The defense is that perhaps the next substance tested would have been positive in reaction. Of course this does not invalidate the utility of the patch and scratch tests. What must be broadcast is the phrase which is taught by Marion Sulzberger: a positive reaction to a test substance is specific but not diagnostic. The end of the trail in allergy is not ended with a positive reaction to the application of a suspected ingredient. A man (to use a very homely example may have a broken leg and have a positive reaction to the skin application of hair

(Continued on page 96)

# The **new** Product and the **restyled** Item

OUT here in nearby Kentucky is a large hole in the ground where millions of dollars in gold have been poured and are now closely and effectively guarded. Other countless millions have been poured into countless toilet preparations that don't require guarding. They can never be retrieved much less ever come back leading others, known as profits, by the hand.

Various products find their way into the market from time to time that demonstrate beyond any question that someone has erred some-place in the development from idea to finished marketable product. This is aside from and exclusive of merchandising errors after the product is launched. It also does not embrace the many that don't have a chance marketwise due to prohibitive price, too thin a market, too radically different in appeal or that require too much costly educational work to change a buying habit.

Perhaps errors in development are excusable on the part of the small and inexperienced but certainly they are intolerable when committed by the large, skilled, wellseasoned organization. Yet errors continue to be made by the small and large alike. Some are errors of omission while others are of commission. Some are in the formula itself or its stability, while still others are in the size, shape or type of container; the sales appeal; the trade or jobbing discounts or failure to meet the sales demand due to lack of findings or equipment when the sales drive is launched.

To cite a few examples: A reformulated dentifrice started a new intensive sales drive capitalizing the improvement. On purchase of a package and squeezing the tube, fully a teaspoonful of water-white fluid excipient flowed from the opening be-

**RALPH H. AUCH** has completed his series on Modernizing the Plant and in this issue starts a new group of articles which will take up in detail the steps necessary for the launching of a new product or restyling of an old one. Mr. Auch has been through the steps which he outlines many times. He knows the pitfalls and the dangers and his new series will present them in his customary interesting and informative style.—**EDITOR**.

fore the dentifrice proper began to exude. Unstable! A toilet cream with an intolerant, antagonistic tang to its sales appeal discloses oily droplets on opening the jar. Unstable again! and certainly this is no fit greeting for the dearly won user especially when she has had a critical attitude built up or her natural one accentuated.

A face powder of a highly touted treatment line leaves color smears on the powder puff and in all likelihood on the face that fortunately are hardly perceptible. This is prima facie evidence that the color was not

properly rubbed in either due to carelessness or else lack of skill or proper manufacturing equipment.

A special astringent is offered in a tall top-heavy bottle. Now the alcoholic content of such preparations usually runs from 60 to 70 per cent which is high enough to ruin milady's dressing table if it topples unstoppered. A more practical shaped container could be provided with little, if any, sacrifice in attractiveness.

This writer first discussed this subject in these columns twelve years ago and pointed out a number of



The old and new Pacquin's Hand Cream Packages. Note how well the new jar and carton on the right have been redesigned and modernized, and yet retain some similarity to the old package.

pitfalls with suggestions for their avoidance. Incidentally most of the comments made then apply with equal force now. One does not, however, namely, that a change in packaging is an admission of error. Today restyling of packages is quite fashionable and usually profitable. This of course assumes the change is made by choice and not of necessity due to some shortcoming.

In the meantime, many new raw materials and a far wider choice of containers, closures and manufacturing and packaging equipment have become available, yet many errors continue to creep in. In fact, in the development of a number of cosmetics and reformulating, restyling and repackaging fully sixty more this writer has chalked up many a brodie himself. The question is, how can one be so dumb, so long!

The loss in money, good will and prestige that manufacturing merchandisers suffer on account of some error or oversight someplace along the route from initial idea to finished marketable product must be tremendous. Since there is no way by which these can be measured the best that can be done, is to proceed with greater caution, follow a definite plan and chart the progress in an earnest endeavor to eliminate or at least reduce these losses.

Each new product developed presents a distinct individual problem. However all have enough in common to warrant generalized discussion, step by step, at considerable length. The steps can and should be itemized. Usually they will exceed twenty in number. Everyone in anywise connected with the development should be provided with a copy of the list for their guidance and to follow the progress.

Never should a single item be stricken from the list until all concerned agree that it dare be—that that phase of the development has been satisfactorily disposed of. A typical list of steps follows.

Shooting for dead Manufacturing and assembly
Type and size con-Market survey Choice of odor and tainer Trade-mark color Choice of preserva-Dressing the product tive Alcohol Permit Merit of formula Directions Uses and promotion-al label copy Raw materials Sizes to offer Semi-finished, if any Discounts Conversion to manufacturing Retail price New equipment, if Shipping units any

Obviously the list will vary with each product under development. For instance, no attention will be given alcohol restrictions if non-alcoholic; trade-mark, if it is to become a member of a family whose trade-mark is already established; or to discounts if the manufacturer's policy is fixed and inflexible.

The procedure is equally applicable to the restyling of old products. Restyling is often done by degrees. As many as seven stages i. e. seven slight changes at definite intervals have been observed. This was done of course so as not to hurt good will—to sneak up on the regular cash customers so to speak.

It is this writer's reaction, incidentally, that if a change is warranted and worth while it might just as well be made in one fell swoop. Yet one individual's reaction whether it be color, odor, consistency, size or what not is exactly what must be avoided in new product development for the consensus should always govern.

A long time has elapsed since a manufacturer was bold enough to advertise in substance, "We couldn't improve the product so we improved the container." So if the dress of the product needs renovating in all likelihood the product itself cannot stand up under close scrutiny and may well be reformulated. The management and sales, sales promotion and advertising departments will usually agree that "new" carries more of a punch than "the same today as when your grandmother bought it." Else why do they hang part of their appeal onto "new" for two, five and even ten years after first launching a new, somewhat different specialty.

Each item in the above list will come in for discussion in this series of articles. Some will receive scant attention either because of their relatively small importance or the procedure is obvious or again because each new product presents such an individual problem that few generalities can be drawn. Others will be dwelt upon at length on account of their greater weight or because observation through the years indicates they more frequently give rise to difficulties.

Obviously, merchandising phases fall without the scope of this discussion so will be drawn in but rarely and then only when emphasis or clarity would suffer if omitted.

(To Be Continued)

#### ABSTRACTS FROM FOREIGN JOURNALS

Under this heading are published brief abstracts of articles, both technical and general, from foreign journals in this field, together with page and volume references. We cannot furnish complete copies of these articles or journals but will be glad to supply the addresses of the publishers upon request.

Hans Schwarz, describes preparations used for preventing baldness. Formulas for corrective preparations are given, including tannic acid tonic, a stimulating capsicum tonic, a medical prescription containing salicylic acid, and a special formula containing colloidal sulfur. Baldness and other scalp disorders are reviewed. Remedies for premature baldness are considered separately. (Seif. Ztg. No. 33, 664, 1936.)

2

New ingredients used in formulating modern cosmetic creams are given in an article by H. Stanley Redgrove, in *Pharm. J.* 137, 295,

1936. The pH value of normal skin is between 3 and 5. This suggests use of acid reacting creams. Sapamine salts are best utilized with glyceryl monostearate. A proprietary compound whose composition is patented is described. Oxycholesterin bases are useful, and should not contain over 30% of water for pleasing results. The mixture of myristyl, cetyl and steryl alcohols sold as a proprietary series of compounds are useful ingredients. The commoner error in published formulas is that they contain too much sulfated fatty alcohol. Emulsions are of the oil in water type.

of.

A chart showing the size relationship between particles, is given by H. Janistyn in Seif. Ztg., 63, 1005, 1936. The use of pulverizing and colloid dispersing machines is also included. Relative size of sulfur particle, before and after passing through colloidal machinery, is shown in two illustrations.

# California Citrus Oils

DR. ERNEST GUENTHER, Chief Research Chemist of Fritzsche Brothers, Inc., continues his study of American citrus oils with a discussion of the production of the oils themselves and the beginning of a detailed report on California Oil of Lemon.

THE products of most interest to us are the essential oils. For obvious reasons, the manufacturing processes as applied in the Corona and Ontario plants of Products Department of California Fruit Growers Exchange cannot be described in full detail. The principle consists in the crushing of the whole fruit, with subsequent centrifuging and separating of solids, juice and oil. The process is carried out on a very large scale and entirely automatically, eliminating all hand labor. It is directed and controlled by engineers, chemists and a few mechanics.

After the fruit arrives at the factory, it is first washed and from the washing tanks mechanically conveved to crushers where the whole fruit is crushed. Then the pulpy mass runs over a system of heavy, horizontal cylinders between which the mass is very finely thinned out. The solid parts adhere to the cylinders and are easily removed by scrapers, whereas the liquids consisting of an emulsion of essential oil in citrus juice run off the cylinders to be conveyed into a battery of Sharples centrifuges. By centrifuging, the oil is separated from the juice. An important point to note here is that the oil and juice cannot be left in contact for any length of time as this would seriously impair the flavor of the oils. Citral, the most characteristic constituent of lemon oil, would partly dissolve in the juice and the citral content of the oil would be correspondingly lower. Furthermore, citral is quite easily converted into p-cymene by acids in the presence of water.

In order to avoid any changes of the oil by contact with the acid juice, the oil-in-juice emulsion is immediately broken up and separated in the centrifuges. The press residues of the crushed fruit still contain considerable amounts of essential oil and are usually submitted to steam distillation whereby the so-called "California Distilled Lemon Oil" and "California Distilled Orange Oil" are obtained. It is important to emphasize on this occasion that California Fruit Growers Exchange never mixes cold pressed and distilled oils but markets both separately, as such. Each kind of oil, however, is sold under the "Exchange" trade mark.

Incidentally, the greatest yield of oil obtained by any method is evidently by steam distilling the ground citrus fruit. For the same reason, steam distillation is used in the laboratory to determine analytically the amount of oil present in fruit; it is actually the most accurate method thus far evolved.

As to yield of oil by cold pressing, it may be said that this depends on a great many factors, the maturity and condition of the fruit being important, as well as the method of treatment. One may easily employ several methods of treatment and obtain a yield of, say, one-half or one pound of oil per ton of fruit and by varying that treatment the yield may be seven or eight pounds of oil per ton. Treatment of the fruit must be varied according to the condition of the fruit and there is no



Grading, sizing and packing lemons in one of the packing houses of the California Fruit Growers Exchange.

general formula which can be given with any degree of accuracy on this point. In the ordinary course of operation, one would obtain all the cold pressed oil possible from a given batch of fruit, and then distill the pulp to extract the remainder.

The crude essential oils obtained by the process of crushing and cold pressing the entire fruit still contain a good amount of residual waxes, much more, for instance, than the Italian citrus oils. The latter are made by handpressing or by pressing in the various types of small machines and merely the skin of the fruit is punctured and the oil washed out. In fact, the California oils in the past contained so much waxy matter that they sometimes separated and caused trouble in finished extracts, soft drinks, etc. During the last few years, however, the oils of California Fruit Growers Exchange have been greatly improved by specially developed treatment, supercentrifuging and clarifying, whereby most of the residual wax is eliminated. In fact, such a degree of perfection has been attained that nowadays extracts made with California lemon oils remain perfectly clear indefinitely. In this respect the California lemon oils are superior to the imported oils.

As far as orange oils are concerned, a small trace of wax seems to impart a richer flavor; this small percentage is about the same as in today's imported oils. On the other hand, the California process has an advantage in that the oil extracts from the juice some flavoring substances as yet unidentified which impart to the oil a more delicate but richer note, truly reminiscent of the whole fruit such as we in the United States are accustomed to consume either in fruit or juice form. The imported, especially the Italian oils, show a more decided and sharper peel character which is due mainly to their higher content of citral and aldehydes in general.

As to the total production of citrus oils in California, it must be kept in mind that the oil is produced only from surplus fruit, the quantity of which varies tremendously. Consequently, there is no relationship between total production of fruit or shipments of fruit and total production of citrus oils. More surplus fruit, both oranges and lemons, was available in 1935 than in any previous year. The surplus was relatively small last

Below: Filter Press Station of the Exchange Lemon Products Co., for handling calcium citrate. The floor is concrete and the building is as fireproof as it can be made.



Right: Picking oranges in California.

Note that the picker wears gloves which are for the protection of the fruit. Also note the specially designed clipper which is so designed that there is a minimum of danger of cutting the skin of the fruit.

year and not very plentiful in the year preceding 1935. Generally speaking, California Fruit Growers Exchange expects to produce on an average about 300,000 pounds or more of "Exchange" cold pressed lemon oil and about 100,000 pounds or more of "Exchange" cold pressed orange oil, but these estimates will fluctuate greatly from year to year.

#### California Oil of Lemon

## Chemical and Physical Properties

A most interesting and detailed study on the analysis and composition of California lemon and orange oils was made by H. D. Poore" during the years 1923 to 1926. He found for 73 samples collected in seven counties the constants shown in Table III.

Poore determined the ester content as linally acetate according to the Seeker-Kirby method, whereby the aldehydes are first elminated with hydroxylamine hydrochloride, so that alkali is consumed only for the ester saponification and not also for the decomposition of aldehyde. For the determination of citral, Poore employed the phenylhydrazine method of Kleber which nowadays is practically discarded in favor of the more exact hydroxylamine method. Kleber's method gives too high values.

Poore made very exact comparisons, tabulating the constants of California lemon oils as produced in the various districts. He came to the con-



clusion that the averages of results by counties show a noticeable variance only in the lower optical rotation and higher percentage of citral from Ventura and Santa Barbara counties, which adjoin. The highest average optical rotation was found in Riverside county and the next highest in Los Angeles county. Otherwise the averages are fairly uniform. In optical rotation and citral content, the difference between the maximum and minimum of all the samples is large, the difference in optical rotation being 17.47° and the difference in percentage of citral determined according to the Kleber method being 1.7%.

TARLE III

					Optical Rotation a 20°			
	Specific Gravity 25°	Total	Original	10 per cent Distillate	Original	10 per cent Distillate	Citral Content Kleber Method	Ester
Minimum Maximum	.8475 .8525	2.01% 4.52%	1.4738	1.4726	52.71° 70.18°	46.47° 65.74°	2.0% 3.7%	1.76%
Average Constants	.8497	2.96%	1.4743	1.4730	62.48°	57.90°	2.8%	2.38%

#### TABLE IV

Specific Gravity 0.849 to 0.850 Optical Rotation to +66 +61° 25° C: Refractive Index 20° C: Citral Content (Hy-1.4742 to 1.4751 droxylamine Method): 2.3% to 2.8% 1.5% to 1.9% Soluble in 2.5 to 3 Evaporation Residue: Solubility: volumes of alcohol and more.

## TABLE V

Gravity

25° C: 0.849 to 0.855
Optical Rotation 25° C: +57° to +65.6°
Refractive Index 20° C: 1.4742 to 1.4755
Soluble in three volumes of alcohol.

Right: Emptying oranges from canvas picking bags into boxes during the picking season.

#### TABLE VI

Specific Gravity at 25° C:
Optical Rotation at 25° C:
Refractive Index at 20° C:
Citral Content (Hydroxylamine Method):
Evaporation Residue:
Solubility:

Soluble in 3 volumes of alcohol and more.

The average is quite uniform if the commercial shipments of lemon oil of California Fruit Growers Exchange are compared. This company has made it an important point of their policy to supply as uniform qualities as possible. Much emphasis is placed upon uniformity of flavor but also the constants remain quite uniform throughout the years and this is possible only because enormous quantities of fruit originating from many counties and districts are worked up in one central factory and large quantities of oils are bulked before shipping. Conditions in Italy are different not only because there is a marked difference in the oils as produced in the various sections of Sicily (in fact by their characteristic constants, Sicilian oils can often be recognized as originating from certain localities) but also because Sicilian oils are produced by numerous small operators and often exported in small, non-bulked lots.

We have during past years analyzed quantities of cold pressed California lemonoils amounting to many hundreds of thousands of pounds, and find the figures shown in Table IV.

These figures conform very well to the requirements of the present U.S.P. (11th Edition). In the past some difficulties were encountered because the previous editions of the U.S.P. specified a minimum citral content of 4%, which figure originally was based upon handpressed Italian lemon oil. Pure cold pressed California oils, however, have a lower citral content and as the produc-

tion of the domestic oil has become increasingly important, the latest (11th) Edition of the U.S.P. entirely omits any specification as far as citral content is concerned. California lemon oils thus meet the present U.S.P. limits, which read as shown in Table V.

Poore<sup>7</sup> also compared California lemon oils with imported Italian lemon oils and found that the California oils contained on an average about 0.5% more solids, about 1.7% less citral (Kleber method) and about 0.6% less esters (Seecker and Kirby method). In regard to optical rotation, the California oils are about 2.4° higher. However, these comparisons were based upon Italian oils imported quite some years ago when they were made mostly by hand-pressing. Since then conditions in Sicily have changed, most of the oils nowadays being manufactured in small type machines which yield a little less citral than old-fashioned handpressing.

Our own analysis of very large quantities of best quality lemon oils imported from Sicily during the past few years show the limits given in Table VI.

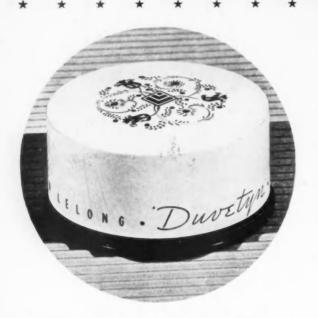
Poore also compared California lemon oils prepared experimentally by handpressing with the corresponding laboratory machine made oils and found that the latter contained from 0.3 to 0.5 per cent less citral.

(To Be Continued)

<sup>6</sup> U. S. Dept. of Agriculture, Technical Bulletin No. 241, March 1932.

loc. cit.





#### \* SPECIAL RECOGNITION

When a prominent concern like Lelong introduces a new product, it is only natural that we should expect something fine and unusual, and we are not in the least disappointed. Its new "Duvetyne" face powder comes in a wide range of colors, to suit every type of complexion. The package shows that much thought has been given to economy and practicability in its development. It has a black plastic base and a white cover of the same material, intended to be a permanent possession. The powder comes in a cardboard drum and refills are obtainable. To insure the buyer's satisfaction with the shade of powder, three "shade tester" envelopes are included in each package.



VIVAUDOU: Here is a new product in an ultra-new container! Mavis Mildly Scented Talcum retains the same quality as the original Mavis Talcum but is less scented. The metal container is particularly effective. It has a 33-hole needle-spray-top, which spreads the talcum evenly. A cap fits securely over the top. The color scheme is red and beige, with black lettering.

DOROTHY GRAY: This Company has also recognized the increasing vogue for really red shades by the introduction of its new "Royalty Red" lipstick, a rich, deep red

lipstick, a rich, deep red color. It is encased in ridged metal container, with gold base and copper-colored cover.



# New Packages



FAITOUTE: The smart little bottles used in the company's quartet package, are now also offered in individual packages. All the Faitoute odors are available in this size, which is enclosed in a white box with green edge, following the same color scheme as the other packages.



HUDNUT: Here are two good Summer preparations, eau de cologne and dusting powder, handsomely packaged to attract sales. These products are offered in six popular floral fragrances, and the design and color of each package symbolizes the flower from which the item takes its name.



LANVIN: This company has just added a face powder to its line, and is offering it in eight popular shades for naturally light, dark or suntanned complexions. It is packaged in a smart dome-shaped box with gleaming black metal cover, on which the Lanvin emblem is engraved in gold in the center. Distributed by Maurice Levy, New York.



GUERLAIN: The newest perfume from this house takes its name "Vega" from the brightest star in the Libra group, and will undoubtedly have a special appeal to the astrology-minded. It is packaged in an unusual crystal bottle with glass stopper en-

closed in a garnet box. A star motif, in black and white, forms the design on the cover. The odor is a delightful delicate bouquet.

HUMPHREY READ: Here is an unusual and effective combination consisting of eau de toilette concentrate and a tiny vial of extract in the same odor, held firmly to the larger bottle by transparent Scotch tape, which is almost invisible. The odor, "Chro-Vern", an unforgettable and delightful scent, was originally named for the famous Queen Elizabeth of England, and newly presented in a coronation series. Talcum, toilet water, bath and face powder, and sachet also come in this odor.

McKESSON & ROBBINS: The one-pound tin of Theatrical Cold Cream, one of the company's oldest specialties, has been repackaged in a black metal container, with silver scroll design. The vertically knurled leak-proof lock-grip assures safe handling and a positive grip.





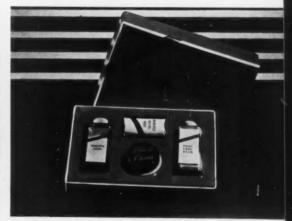




CHERAMY: This company has repackaged its two popular eau de cologne fragrances, "Cappi" and "April Showers" in modern fluted bottles with shaker top, in 2, 4 and 8 oz. sizes. The caps are of green molded material, and the wraparound label retains the old design so long associated with these odors.

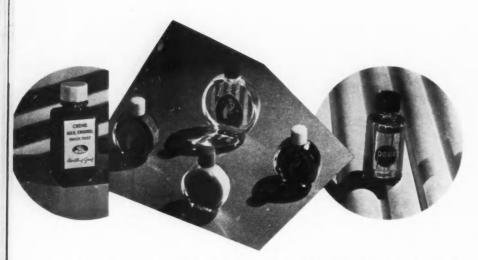


QUINLAN: After much research, this company has developed a sunburn lotion which it claims is particularly effective in affording protection against the most irritating light frequency in the sun's rays. It comes in an attractive opal bottle with black molded cap, and the white label has a border and lettering in black and red.



GRACE DONOHUE: As an introductory feature, this concern is offering four of its important preparations in special sizes. The box is white and blue, and the labels on the packages follow the same color scheme and design. The cream comes in a blue molded jar with white lettering on cellophane labels.

HELENA RUBINSTEIN: Unquestionably, sales of sachets can be increased by smart packaging, and this attractive set of sachet pillows is ideal for either gifts or prizes. The set consists of six beige satin bags, covered with cellophane and tied with ribbon, and is offered in various floral scents.



With the increasing distribution of nail polish in department and specialty shops, manufacturers are now offering a greater choice of colors, and are giving more attention to the merchandising of this item. Left: Dorothy Gray has introduced a whole new range of interesting nail polish shades. Center: Glame, Inc. has repackaged its nail polish and polish remover in smart containers with red and blue "Lustrseal" caps, provided by Owens-Illinois Glass Co. Right: Paglo In., offers a new line of nail polish in thirty popular shades.

# by MAISON G. deNAVARRE

■ FREE Can you imagine getting a Bulletin worth from ten to twentyfive dollars, for nothing? No, not even a red penny! And no strings attached to it. I'm talking about the Wetting Agents and Preservatives Bulletins given free to readers of The American Perfumer, on request. If you are making a shampoo, shaving cream, soap, foam bath, permanent waving solution, or any similar product, you cannot be completely informed without the Wetting Agents Bulletin. For it contains data never before published along with many other useful facts, all under one cover. The same applies to the Preservatives Bulletin. Well known preservatives have been tested by this writer, and along with interesting suggestions on preservation of all types of cosmetics, this material is included in the Preservatives Bulletin. All Bulletins carry practically a complete list of the names of the numerous trade products, with a description of their composition and usefulness, together with prices and source of supply. The whole field is at your service, just by glancing through a few

pages of the Bulletin. This is positively the greatest PLUS service any journal can give to its subscribers. And to prove how valuable they are, it is interesting to know that demand for the Bulletins comes from every country in the world.

■ SUN TAN Never before have hundreds of requests been made for any Bulletin like they have for the new Sun Tan Bulletin Revised No. 5. Fourteen pages of information on filters and screens used for this purpose. A complete description of every trade marked product available on the market to-day. Formulas, coloring, perfuming, labelling, etc., are all thoroughly covered. In addition. most of the well known filtering agents have been especially tested for this Bulletin and the results of these tests are included in the pages. Methods of testing sun tan products are discussed. A composite graph of well known filtering agents shows at a glance the amount of ultra-violet light absorbed in the various regions. A special chart shows how the solar spectrum is divided. Toxicity tests on filtering agents are reported. Irritation tests are given for the majority of the trade marked products. Wave length is defined and reviewed. And above all, the Bulletin represents information you can never obtain otherwise without going to an expense of several hundred dollars. Yes we mean it. . . . several hundred dollars! And it is free. Just write in on your business letterhead, and ask for it by name, or number.

■ PRESERVATION There is more grief from fermentation of waving solutions than from any other score, methinks. During the past month several small manufacturers came to me with this trouble. But why? Don't they have the price of a penny postal? Drop The American Perfumer a line and ask for the Bulletin on Preservatives. It will solve your problem, gratis. One fella tells me that his wave set will spoil unless he uses four preservatives. If one is left out, the batch ferments. Won't divulge the secret combination. Brothers, it is no secret. One good preservative can do the trick of all four, if it is the right one, and in the right concentration.

■ FORMULAS Twelve students in my Wayne University cosmetics manufacturing class were given the same specification sheet for the production of a honey and almond cream, usual type. Nine finished products had a pearly sheen. Three samples showed no pearliness after a month. Of the nine pearly samples, only two had a desirable pearly sheen. The other seven looked mottled on standing. Of the twelve samples, only two had the correct viscosity. Yet all were made from the same materials with same specifications. Is it technique, or is it what?

wash should know that a 3% solution of boric acid is not always sterile. Bacterial counts made on such solutions by Schnegg & Weigand show from 444 to 56,800 bacteria per cc. But if the solutions are made with sterile distilled water, then they remain sterile for several months. This accounts for the growths and deposits in eye wash solutions, so often noted in commercial products.

#### THE AMERICAN PERFUMER · COSMETICS · TOILET PREPARATIONS

S. L. MAYHAM, Editor

MARY L. GOODMAN, Assistant Editor.

FELIX J. BELAIR, JR., Washington Bureau.

#### MADE IN AMERICA OR ABROAD?

We had thought the silly prejudice in favor of foreign manufacture of perfumes and toilet preparations had vanished with the growing appreciation of American products even in France. But now an American house revives it in an effort to justify price increases. We doubt that the public will be greatly impressed.

\* \* \*

NE of the American perfume and cosmetic companies, in announcing an increase in its prices, has issued a circular stating that it has arranged for the complete manufacture of its products in France, thus necessitating an advance in prices to the public. It says that "this step is the most important one which could be taken" toward improving the quality of its merchandise.

It is of no interest to us where any individual manufacturer makes his products. It is unimportant to us or to the industry what he charges for them. In fact, these things are his personal concern and no affair of ours or of anyone else. But when he states directly, without even the softening effect of a gentle implication that the products of France in perfumery and toiletries are better than those of the United States, he makes a statement which is the industry's concern and hence a matter of moment to all of our readers. With that statement, he takes the matter out of the realm of private business and makes it the affair of the whole industry.

We had thought that the silly and utterly unjustified prejudice against products made in America had disappeared. It has been pointed out times without number that America has the same materials to work with as are available to the French perfumer. France has no monopoly on fine oils and floral products, even when they are made there. American houses are actually operating plants in Grasse and turning out as fine floral products as can be made anywhere.

Surely American technical skill and American plant management can hold their own with those of foreign countries, nor, in recent years, have the noses of American perfumers been found wanting. The final argument of the foreign manufacturer has also now become an unhappy memory, excepting to those who are still under the spell of the "Paris" label. He has long contended that his "wine" alcohol was superior to American spirits made from grain or molasses. Without going into the

chemical side of the alcohol business or the merits of alcohols derived from various sources, this argument vanishes with a supply of *American* "wine" alcohol, now available to perfumers here in such quantities and proofs as may be desired.

It is a matter of some concern to the industry when an important American house makes a statement definitely derogatory to the American industry and its products. We believe such statements are ill advised and harmful and we hope that the public will be little impressed by them. We trust no other house will follow this conspicuously bad example.

#### THE A. M. A. SPEAKS ON ALLERGY

The American Medical Association, through its recently formed Council on Cosmetics, reports that no cosmetic preparation can be strictly "non-allergic" and that such designation will no longer be permitted in cosmetic advertising in the "Journal" or the publications associated with it. This is a sound conclusion in the light of present knowledge and the industry may well be guided by it.

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SOME manufacturers of toilet preparations will not agree with the conclusions of the Council on Cosmetics of the American Medical Association on the much discussed subject of allergy. Some will not agree because they like to think of their own products as "non-allergic." Others will say "What good thing can come out of the A.M.A.?" and let it go at that. The Council, in somewhat too many words, has stated its position that no cosmetic preparation may truthfully and accurately be designated as "non-allergic," and has banned the word in advertising designed for publications of the A.M.A. or those affiliated with it. It has softened the blow a little by prescribing certain terms which may be employed to show that none of the most common allergens are included in any formula.

Under the definition of allergy as we know it at present, there can be little doubt that the position of the Council is correct. No one can say to what peculiar substances certain unfortunate individuals may show an unfavorable reaction. In fact, allergy is no longer believed to be due entirely to proteins as was the earlier opinion. How then can any cosmetic be guaranteed "non-allergic" on every individual? We think that the A.M.A. is quite correct in its findings although perhaps severe in its restrictions on the advertising. Further, its position again vindicates the work of the Board of Standards of the T.G.A., whose investigations of the subject have led to the same conclusion.

With conclusions of this sort by the A.M.A., the in-

dustry can have no quarrel whatever. They are helpful and may well serve as a guide to the efforts of the cosmetic manufacturer. So long as the Council continues along these lines and does not degenerate to the position of its sister body, the Council on Pharmacy and Chemistry, it will be productive of much good to the public and to the industry.

#### THE INDUSTRY'S LABOR RELATIONS

The C.I.O., in organizing workers in the drug and chemical industry, has clashed with one prominent cosmetic manufacturer. It is to be hoped that a reasonable attitude will prevail on both sides. The industry has a peculiarly clean labor record and it would be unfortunate if it should be marred by conflicts brought on by an arbitrary position of either unions or employers.

25 25 25

MNDER the Wagner Act, labor has the right to organize, and to select its own representatives for collective bargaining. Employers must, under the law, bargain with those selected by the workers, whether they seem wisely or poorly chosen.

The C. I. O. has started organization of drug and chemical workers including those in the cosmetic industry. Without going into the merits of industrial as opposed to craft unions, a subject much too large to be treated within the scope of this brief commentary, the trend at the moment is certainly toward the former and there seems little doubt that the C. I. O. will succeed in the drug and chemical field as it has in other lines. Employers, under the law, have nothing to do with the wisdom or folly of this choice by their employees. They

may not like Mr. Lewis and they may believe in craft union organization, but the law says that it is none of their affair and that they may not interfere with the choice of their workers.

With the cosmetic industry being rapidly organized and with at least one more or less serious dispute already in progress between the union and a manufacturer of cosmetics, the industry should review its position in the light of a new situation. Labor relations in the cosmetic business have been remarkably free from difficulties. This is due principally to the liberal attitude of employers whose standards of wages and hours and conditions of employment have been among the highest. Indeed, there seems little cause for organization and none at all for trouble.

It is to be hoped that minor officials of the union, who undoubtedly will have charge of relations with employers in this field, will realize this situation and will confine their bargaining requests and demands to the bare handful of employers, whose standards have been lower than those of the rest of the industry. It is further to be hoped that, in efforts to improve conditions among this handful, the unions may have the support of the other employers, whose interests lie in the direction of a high standard throughout the industry.

There is a real threat of an interruption of the peculiarly excellent labor situation in the cosmetic industry. But the threat will be realized only if union officials take the attitude of the steel workers' heads while a few employers attempt to copy the attitude of some steel officials, whose position, while courageous, has little place in modern industrial practice.

Good sense on both sides is not too much to hope for nor to expect, but it will be well for the industry's leaders to be ready to step into any difficult situation which may arise with words of friendly advice to any who may fancy themselves as too "rugged individualists."

#### letters.

#### Disagrees With Dr. Winter

Editor, The American Perfumer,

In a recent issue of the American Perfumer in an article entitled "A Study of Cream Manufacture" by Dr. Fred Winter, certain statements are made relative to glycerine which are open to question.

Dr. Winter, in discussing the long-established and widespread usage of glycerine in the preparation of facial creams generally, stresses with considerable emphasis that "many people show a pronounced idiosyncracy with reference to glycerine." To one who is familiar with the wide background of authenticated medical support of the various advantageous properties of glycerine in skin-care, it would seem that Dr. Winter's article makes a sweeping generality out of isolated cases of glycerine allergy. Dr. Winter himself says that he

does not deny the intrinsic cosmetic virtues of glycerine "when it is used with knowledge," and these virtues are definitely as tested by the fact that this product is found in every pharmacopoeia of the world.

That there is no material that is 100 per cent non-allergic is a truism. Glycerine is no exception. There are, however, certain substances that are known to produce fewer irritations than others. It is interesting to note that in the same issue of *The American Perfumer* in which Dr. Winter's article appears, there is also an authoritative discussion of allergic and non-allergic materials for cosmetic use in which glycerine (glycerol monostearate) heads the list of non-allergics.

The extensive use of glycerine in sunburn creams and lotions receives especial condemnation from Dr. Winter. His opinion, however, would seem to be directly at variance with the expressed opinion of Dr. Iago Galdston, well-known medical authority, writing currently on "Suntanning" in the widely syndicated column edited by him for the New York Academy of Medicine. Dr. Galdston, to prevent sun-tanning, specifically recommends a glycerine-using formula.

In evaluating the advantages of glycerine, a recent survey of the Role of Glycerine in Medicine by Milton A. Lesser, B.Sc., and John R. Murphy, M.D., points out that glycerine may be used on every part of the epidermis, even on the eye and on mucous membranes.

Georgia Leffingwell, Ph.D. Glycerine Producers Association, Inc.

New York June 25, 1937

#### **REVIEWS OF TECHNICAL BOOKS**

☐ TAKE CARE OF YOURSELF, A PRACTICAL GUIDE TO HEALTH AND BEAUTY, by Jerome W. Ephraim. 288 Pages. Simon & Schuster, New York, 1937. Price \$2.00.

Ephraim has done a good job. He has avoided the too sensational attitude of the late school of debunkers. and vet has not come out right into the open to advise any trade preparations specifically. Of course, the subtitle, which is really descriptive is never more than that. Advise a consumer as much as you will to read a formula on the label and judge for himself, he doesn't understand the terms used, and what should he use for comparison? The label idea is definitely impractical. Why does Ephraim bolster it up this time?

For the rest, there is a lot of good honest common sense material compiled from articles and books by authors who could not or would not reach the popular reader. At least they could never be as understanding as Ephraim. He is not a physician, but he reads medicine and writes some good stuff. It is not our purpose to develop this theme. How does the present book affect the cosmetic manufacturer? How does it actually help the cosmetic consumer?

The average or even the exceptional reader will buy the book—the title will help as will the sponsorship—will read about dandruff and supposed dandruff remedies, and when the barber says "tonic" will NOT say no. And sales of "tonics" will keep right up in the higher brackets. Ouotations from the American Medical Association will never cause a woman seeking miracles from a jar or bottle to hesitate purchasing youth or the promise of youth.

On the whole, Ephraim has produced a sane text. He has introduced the greatest number of truths of any similar work. In so far as cosmetics are concerned, he has kept at an exceptionally low level the number of darts, and poisoned arrows which usually assail the cosmetic manufacturer.

There are sections of the book devoted to the common cold; constipapation; insomnia; reducing; antiseptics; pain killers, and one chapter on "Your Hangover and How Not to Have One." In the final chapter headed: "Plain Talk to the Consumer," the author lists the earmarks of the average buyer who is determined to be sheared, supposedly by the dish onest manufacturer of cosmetics. Ephraim writes:

1. Abysmal ignorance of fundamental facts. Men and women purchase dentifrices, hair tonics, and cosmetics all their lives without the slightest notion of what these products really are, how they are made or how they can be adulterated—facts that can be learned in a relatively few minutes with immense advantage over a period of years.

We wonder if Ephraim really believes that!

HERMAN GOODMAN, M.D.

☐ TRUTH ABOUT COSMETICS, by Everett G. McDonough, Ph.D. 311
Pages. Drug & Cosmetic Industry,
New York. 1937. Price \$5.00.

If I were a manufacturer, I would
buy plenty of these books. I would
give them out to all of my salesmen,
to all of my demonstrators and to various and sundry other individuals
whom I might seek to impress with
the value and integrity of my business. But I should not read it myself. I would be afraid of a certain
expanded ego which might result
from a believing perusal of its pages.

Dr. McDonough has painted our industry a very gleaming white indeed. All the slight touches of cream and brown and perhaps darker shades which those outside and a few inside have noticed have been carefully covered with many coats. It makes a very lovely and self satisfying picture, but unfortunately it is not a true portrait. That is why I would give the book away in quantity but should not read it myself.

The author is one of the few real scientists connected with the indusry. He has really done a splendid job of bringing what scientific background there is to the attention of what we hope will be a large and enthusiastic audience. Knowing his attainments, I am a bit surprised at one or two omissions or errors which surely must have been inadvertent. Why did he not mention the work of Cole and de Navarre on cosmetic colors along with the much more

sketchy and far less valuable work of the Odorgraphia Committee? On the same subject, there have been one or two very good German pamphlets with which he seems unfamiliar. Why, too, did he slight the subject of heat evolving chemicals for permanent waving? This is not a trade secret of his or any other company. Almost everyone interested in the subjects knows the chemicals used. But, perhaps, these and other points are not too important.

The publishers have given the book a clear and readable type style and a dignified cover. I personally object to the advertising pages in the back but probably few readers will. On the whole, it is a very creditable work and should have a fine sale.

S. L. M.

THE PHARMACEUTICAL RECIPE BOOK. Second Edition. 529 Pages. 91/4" by 61/4". Published by the American Pharmaceutical Association, J. Leon Lascoff, Chairman Recipe Committee. 1936. Price, \$5.00. It is not without misgivings that the "A Ph.A. Recipe Book" is being reviewed, for it is my belief that correct and scientific leadership in the toilet goods industry should come from the pharmaceutical side, since toilet goods, like pharmacy, are a mixture of art and science. Unfortunately though, the A. Ph.A. has not devoted the time to toiletries that so large an industry truly requires. This lack of application is noted in the toiletries sections of the Recipe Book.

The section on tooth paste is far from complete. Soap is an ingredient of every formula given, and this certainly is not the case in actual practice. Glycerite of starch as a vehicle and binder is not mentioned. The calcium phosphates as tooth paste materials are omitted. Milk of magnesia pastes are not mentioned, though very popular in use. The miscellaneous section, could have contained a dental plate powder to make it more useful.

For the sake of general safety, the deodorant formula could contain quite some less aluminium chloride, though certain popular preparations do contain as much as given in this formula. Zinc oleo-stearate mentioned in another deodorant formulas, is not a regular article of com-

(Continued on page 85)

# SEVEN YEARS of Packaging Progress

#### RUTH HOOPER LARISSON.

Cosmetic Consultant and Designer finds that the work of the last seven years in the improvement of toilet goods packaging suggests many new ideas for present merchandising trends. She describes her findings in this interesting article.—EDITOR

that type have entered the welcoming portals of the retailer's counter, but improved packages. They have dropped not only their 1910 look, but also their frantic "moderne" look, and are beginning to take on a little dignity, a little charm, and

on the package although we all know of certain instances where the package was entirely at fault. It indicates, as always, the great need for manufacturers to take their new products more seriously and keep

HAVE before me as I write a complete file of all the new packages which have appeared in the American Perfumer since cosmetic packaging was first taken seriously and known as an "industry" along about 1930. This allows for seven years retrospection. Looking back, both actually and mentally, on packaging during this period, brings one to some rather definite conclusions.

We might say that very rarely in those first years did we run across an outstandingly good package. Most of them were frankly amateurish in design, composition and feeling. Many were breathlessly trying to be very modern and ending up by being extremely freakish and silly. The majority were plodding, unenlightened affairs which viewed from our relatively progressive present day look exeedingly demoded and clumsy.

But I can say with some satisfaction that year by year there appeared on the market better and still better cosmetic packages. No, not brilliant ones. Only a very few of



a bit of sophistication. After all, sophistication is one quality that rightly belongs in cosmetic packaging but one which must be handled by an expert to achieve the proper results.

One of the strongest impressions I have felt as I have gone through this file is the preponderance of new packages during these seven years which have either entirely disappeared from the market or are of so little consequence that one scarcely ever so much as hears of them. This cannot always be blamed

away from the too-experimental phases of cosmetics either as to packaging or products.

On the other hand, the most successful products on the market today are not always the most attractively packaged. This doesn't mean however that such products have reached their saturation point in volume business. Case after case is on record where an already successful product by sound repackaging has taken to itself a substantial increase in sales. When there's nothing left to improve in your product, check up on the quality of your package. Here may lie the real potential future of your business's volume.

There have been so many rules given out for packaging standards, some of which apply to cosmetics, that it seems futile to go through an entire series of such rules again. (I have often given them, myself, in these pages), but, in view of our present stage of package development there are a few points on which I believe we need special emphasis at this time.

After all, we should look upon packaging not as a stationary affair which is either this or that, but as a constantly changing, evolving phase of merchandising. Then, we will grasp more fully the significance that packages must change to meet changing conditions. Always we find that the demand for something

might add expressive packages on the market which serve the purpose of housing these products far more intelligently than just ordinary bottles.

Today, makeup products are being used more freely than ever before but makeup cases and containers haven't improved with the same speed as the demand for them indicates. We should see during the next year, I believe, many basically sound improvements.

So I think that in planning packaging for cosmetics as they are today, and against the background of packaging history, the first thing for the manufacturer or designer to concentrate on is a package unit which expresses the product. It must facilitate the use of the product, interpret its tempo and must be in all, ter of keeping your copy down to a few words nor of setting it in the plainest type you can find. Use good taste in your selection of type and then it will, of its own accord, be simple—and strong!

Sometimes a manufacturer thinks that leaving off all labels is the acme of simplicity but if a name label is essential so that a customer does not have to open one jar after another in order to find the cream she wants to use, you have not given her a practical package and your simplicity is overdone. The important point here is to arrange the name label attractively for appearance sake without sacrificing utility. Again I have seen amusingly tricky packages that were more in the nature of Chinese puzzles for one doesn't know just where to begin to open them. That's not fair to the consumer. They aren't intelligent packages.

Consider the importance of our present merchandising problems. One line is elbowing another off the counter. Private labels by means of price wars are greedily trying to encroach on nationally known brands. The single, individual product with no line or ramifications behind it is breathlessly struggling to keep on the counter at all. In the face of these conditions we must build packages which are more dominant, more dictative, that will say with authority to the customer's first glance, "buy me."

This quality of authority in a package is really very important. In fact, it is that quality alone which has made it hardly necessary for some old well known products to bring their packages up to date. And after all, the mere fact that a product has stayed on the market for twenty, thirty years, is a significant achievement in itself when one considers the fast pace by which most new items come and go. The public knows and recognizes this and feels secure buying unattractive but authoritative packages.

That doesn't mean that every old package or old looking packaging is authoritative. By no means. Only a few of the old ones have that quality. Several new packages have just as much feeling of authority about them. And that is one of the most important qualities that we need to incorporate in our packaging today.

So in addition to all the well



new, cosmetics or otherwise, precedes the product itself and more or less sets the pace for it. At present we can look back to the first stages of the sun tan and sun preventive products and packages. They would never have appeared on the market had women not taken into their heads that it was smart and healthy to tan—or safer not to tan but to simulate it. Then came the first packages which were nothing more than ordinary bottles containing a really new type of product. Today, we have a number of very good and I

a suitable, intelligent salesman for the product itself.

Now, if a package is planned with this point of expressiveness as allimportant every other element of that package can be keyed to harmonize and none of the less important factors of the package will conflict with each other nor detract from its quality of unification.

Simplicity and good taste always go hand in hand, but I suppose I have said this so often that readers just take it for granted without fully realizing how far reaching these words really are. Simplicity, in a label, let us say, is not merely a matknown rules for packaging write down in your 1937 notebook that every package you launch for the next two or three years at least—until new merchandising trends call for new packaging trends—you will feature these points:

Express the product
Facilitate its use
Interpret the product's tempo
Make it suitable
Make it authoritative
Create intelligent packages
Make the package a salesman
for the product

Make your package dominant, dictative and convincing.

If you build all these qualities into your package you will have added tremendous impetus to your advertising without the expenditure of one additional dollar! You will have evolved a merchandising aid which will fit into all the promotion and merchandising plans you can possibly launch, most important of all, you will have made it easier for the consumer to choose your product out of the vast assemblage of competing items.

Looking back through the last few months of new packages I have singled out a very few which have certain if not all of these qualities which I believe are so vitally important especially today. I would go so far as to say they are all contained in the Adrienne line which won the Wolf award and which I wrote about in detail last May. Therefore I won't reiterate what I said at that time but go on to other products which I haven't discussed in detail before.

Weil's Bamboo lipstick is one of the few makeup items which uses a radically new design. It comes to the consumer in a transparent oblong box, which to my mind is one of the few important new steps in cosmetic packaging. The lipstick case is shaped like a stalk of bamboo with the name engraved in red against the polished brass case just at the center segment. A plastic coolie hat top is in lacquer red. Bamboo is promoted in all products of the series for sportswear and this case has all the smartness and expressiveness of the product and its use.

Now let's examine Yardley's Suntan Oil, a protection from harmful ultra-violet rays. The bottle is simple, well proportioned and steady enough to stand on the sand. The

cap is the trademark bee embossed in an ivory shade of plastic. BUT, the package doesn't stop there. Here's the stroke of genius which turns it into a distinctive, intelligent and expressive package. Raffia binding around the shoulder extends up into two loops so that the bottle may be easily transported to and from the beach. You see, it's the little points like this that turn out to be the important differences between "just another package" and a particularly good one.

Now we come to a very interesting new package for a new product: Endocreme, which is distributed by Hirestra Laboratores, Inc. This was planned to be a truly new cream including what is claimed to be the only absorptive hormones in a cosmetic. Naturally just another jar wouldn't do. This lovely black and gold interpretation of a Greek vase distinguishes the package from all others to the same extent that the product is different. It also has the rare authoritiative quality which is so necessary today in a new package. I'm beginning to think that my occasional stories on ancient cosmetic containers may be stirring up some genuine inspiration!

Here's a package that scintillates! Rubinstein's Beauty Foursome. Made of cream and white plastic with transparent labels printed in red. At the base is cleansing cream, the next story up is night cream, and above that is face powder with a cap-like finish holding cream rouge. When it comes to compactness and efficiency there's nothing on the market to beat this! and yet the Chinese and Japanese have been using these one-upon-another containers practically since history began!

Last but not least is Matchabelli Dusting Powder in Duchess of York. (I am inclined to think that Matchabelli and particularly the Duchess of York series is going to reap some swell rewards for their unintentional tuning in with the British coronation festivities.) This package appeals to me for a variety of reasons. One which is naturally very important is its simplicity and good taste which do not detract from a certain dynamic quality of design. Another reason why I consider it so excellent is the way that the tin has been shaped and lithographed. Metal, after all, is the ideal material for a dusting powder box and this package proves beyond question of a doubt that metal can be used to turn out a luxurious looking and sophisticated package. The accuracy of matching the stripes at the seams and the perfect matching of stripes from body to cover are also praiseworthy points.

So since this is the seventh year of serious cosmetic packaging, let's hope manufacturers won't think they are earning a sabbatical and ignore packaging in 1938, but rather harvest the fruits of the seven years' sowing by producing a truly important crop of new, worthwhile packages.

#### IRISH ESSENTIAL OILS

During the past few years, great progress has been made in the Irish Free State in the manufacture of perfumes and cosmetics, some of which are of outstanding excellence. The latest move is an investigation of certain aromatic plants with a view to their commercial cultivation in Ireland and distillation of their essential oils. Experiments already conducted with Lavender, Peppermint and Dill have yielded satisfactory results. In the case of Lavender, two types have been cultivated in Mac-Lysaght's Nurseries, at Mallow, namely, Lavandula vera, and L. vera var. delphinensis. These have been distilled in the Chemistry Department of the University College, Cork, the flowers of the type plant yielding 0.4 per cent. of oil, that of the variety 0.2 per cent. Peppermint has been similarly grown and distilled, giving a yield of 0.2 per cent. of oil. Stocks of these plants are now available for Irish growers. In the case of Dill, a sample of the oil was submitted to the well-known London firm of A. Boake, Roberts and Co., Ltd., who reported that "We have made an examination of the Dill oil and have formed the opinion that it is an oil of high quality. The oil has a fine odour, but it is distinct from that of European and East Indian oil, and we have no doubt that the oil would be readily saleable." A full account of these experiments and more extensive experiments on plants yielding fatty oils has been published by the Cork University Press in a Preliminary Report by Prof. Joseph Reilly, M.A., D.Sc., F.R.C.Sc.I., F.I.C., F. Inst. P., and Denis F. Kelly, M.Sc., on Oils from Irish Grown Plants.

#### **NEW PRODUCTS AND PROCESSES**

Under this heading are published brief articles concerning interesting new products and processes offered in the industry. The material is in every instance furnished by the sponsor of the product and the article is not to be considered an endorsement by this journal. Further information regarding any of the items mentioned will be sent on request.

#### **New Perfume Ensemble**

Encased in a dainty and colorful plush-lined chest with a slide-drawer compartment, this new perfume known as "Aphrodisia" has been created by Fabergé, Inc., manufacturers



of fine American perfumes, 240 Madison Avenue, New York City. To heighten the utility and appeal of "Aphrodisia", Fabergé selected Kimble applicator top vials as the container, equipped with a transparent moulded plastic cap. The Kimble Glass Vial with its specially designed closure presents a distinctive streamline cartridge-like appearance — extremely handy for purse or evening bag.

#### **For Wave Lotions**

To meet the demand for a milky permanent wave lotion, the Glyco Products Co., Inc., has introduced "Milcol," a light colored, oily liquid. The addition of small percentages of "Milcol" to both the ammonia and non-ammonia type of permanent wave lotions will give a milk-like product which will not break down or "ring" on standing, according to the company's announcement.

#### Synthetic Violet

A new synthetic aromatic to be known as "Alpine Violet" is announced by E. I. du Pont de Nemours & Co. Its odor, the company

states, is similar to that of the mountain cyclamen, but is designed chiefly for blending with floral scents and as a lightening agent for Oriental bouquet and other "heavy" odors. "Alpine Violet" has been developed for use in soaps. A more concentrated solution, to be known as "Alpine Violet Extra," containing identical characteristics, is designed for use in perfumes, creams and toilet waters.

#### **Sheet Filter**

American Seitz Filter Corp., is offering a new small sheet filter which it states is especially adapted for use on essential oils, perfumes, extracts and similar products.

#### "Bar-Nun" Sifter

The "Bar-Nun Sifter," a rotary motion sifting unit, is a recently announced product of the B. F. Gump Co. of Chicago.

"The mechanically controlled, complete rotary motion of the entire sieve area produces exceptionally large capacity per square foot of silk or wire bolting cloth. A complete separation of tailings and finished product is obtained on each individual sieve; and other features include easy accessibility for cleaning and interchangeable sieves for accommodating various conditions for grading or sifting. Sturdy, compact construction includes a reenforced, heavy duty,

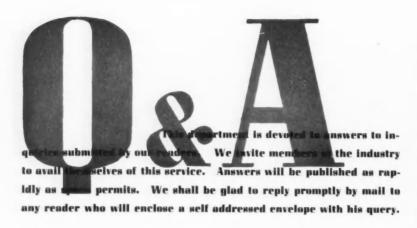


cast iron base; cast steel legs equipped with ground and lapped ball and socket bearings; all bearings of the machine run in a bath of oil; sturdy, light weight, wood sifter box reenforced with stainless steel angles, which may be metal lined when desired; and an adjustable, automatic stock distributor. The "throughs" may be delivered to either the tail or head end of the machine."

# EAVESDROPPING at the Counter

By FREDERIC S. BAILEY

The customer had just decided on a new cream she wanted to try and the demonstrator was making out the sales slip. "Oh," said the customer, "by the way, do you think I'm allergic to this cream? There's so much talk about people having allergy for cosmetics that I'm wondering if I should use it. Do you know what's in it? The sales girl was ready for her. "Has your doctor found you allergic to other cosmetics?" she asked sweetly. "No," responded the woman with some disappointment, "but I might be allergic to this." "You know there's really nothing new about allergy," the girl explained, "it's just getting talked about more than ever. If you haven't shown sensitivity to other standard products it's quite unlikely you will have an allergic reaction to this. Naturally we can't guarantee any product against allergy any more than any doctor can guarantee the medicine he gives you will cure you of a disease. We know the ingredients in this product do not contain any of the more commonly known allergic substances. You really aren't taking any more of a chance with it than all the hundreds of jars of cream you have bought in the past, so don't worry about it." The sale was completed. "Where," I asked the girl when the customer had gone, "did you learn all that patter?" "Oh, we had a sales girl's conference at which we were told just what to say to customers because before the conference we didn't know how to answer them." I admit I was impressed. Here was a company that was well prepared and fortified against the undermining of public confidence which is constantly going on by way of making people allergy-conscious who never heard the term before.



#### 122.—SOAPLESS SHAMPOO

Q. May we please have a good formula for a soapless shampoo similar to "Drene" but cheaper.—G. K., Alabama.

A. Under separate cover we have sent you advice on wetting agents used in making soapless shampoos, as well as the amount of wetting agent to use. The source of other materials asked for is also mailed to you.

#### 125.—HAIR TONIC

Q. Please send me a real formula for softening and taking pain out of corns. I had a very good one and it has been lost. Will also appreciate a hair tonic that will alleviate dandruff and itching.—O. I. H., Maine.

A. Corn remedy is just a bit out of our line, and so we must decline the opportunity of advising you on this. Try the following formula for hair tonic to relieve dandruff and itching.

Resorcin         5           Tr. capsicum         15           Castor oil         10           Rose perfume qs.         10	Alcohol SD to		k	e	1	11	0(	0	1	0	91	rt	S					
Tr. capsicum					*			*			×			٠		*	۰	v
Resorcin 5																		
	Resorcin							į,										5

This is Martindale's formula and is supposed to be a good one. If the stimulation due to the tincture of capsicum is too great, cut it down until satisfactory. Keep in mind resorcin discolors, so color your product accordingly. Test your product very carefully, before making antiseptic claims for it.

#### 124.—ACNE LOTION

O. We have run four experimental batches of acne lotion from the enclosed formula, and the finished product is more than one half foam. The original batch has soured on

30 days standing. Would the addition of camphor be of value? Your comments and criticism will be appreciated.—N. H. W., Kentucky.

A. We do not recommend your formula for indiscriminate use, or for general sale to public. You have two incompatibilities: resorcinol is incompatible with phenol, and resorcinol is incompatible with alkalis. The phenol content is much too high. Since there is nothing to gain from your present formula, try the following as a safe acne lotion.

Sulfur co	lloidal			. 10	
Alcohol				. 15	
Camphor	water			. 25	
Distilled	water	qs.	ad	100	parts

Triturate sulfur with camphor water, dilute with distilled water, finally add the alcohol. Amount of camphor water can be increased if desired. Other directions have been sent to you by separate mail.

#### 125.—CRITICIZING PACKAGES

Q. We are sending you under separate cover two bottles of eau de cologne recently placed on the market by one of your subscribers in Australia. They are asking us to obtain from you your opinion about the packaging of these products, being particularly interested whether in your opinion, a taller cap would not conform more to the present idea of bottling perfumes. Of course any improvement of the whole package which you could suggest would be greatly appreciated by our clients who value your experience in these matters .- C. L. H., New York.

A. It would be very much easier to criticize the two packages which you submitted to us if we had an idea as to the retail price at which they were to be sold. Neither one of these could

be called a poor package for the lowpriced range, but neither one of them would qualify to American standards in the higher priced brackets. We would say that both of them would be quite satisfactory packages for sale at retail in the chain stores, but that for the department store trade a finer package is desirable. The boxes are pretty well executed. The bottles are well designed, although the design approximates very closely the stock design of an American bottle manufacturer, and accordingly would not be exclusive for these products. Your suggestion about a taller cap is pertinent, and the trend does seem to be in that direction. However, we don't think the form and shape of your closure is at all bad, nor do we think that a taller closure would materially improve this package, since the lines on the bottle already give the impression of height. We would suggest however, that the brilliant red cap is entirely out of order when considered along with the color scheme of the box.

#### 126.-MOUSTACHE POMADE

Q. I would like to get information on the best formula for moustache pomade or wax.—P. R. E., New York. A. Try the following formula is a starter for Hungarian type Moustache

made:	
Castile soap	13 grams
Mucilage acacia	39 "
White wax	35 "
Glycerine	

Method of manufacture along with coloring and perfume have been mailed to you.

#### 127.—DETERMINATION OF WATER

Q. I wish to know if there is a method by which I can determine percentage of water in my lotion made with water, alcohol, glycerine and perfume. Also I find the quality of the lotion improves if aged a few weeks. What chemical changes take place during aging?—S. P. J., Calif. A. You can have a quantitative analysis on the alcohol and glycerine. Subtracting this from total, you can get the water by difference. We suggest you send this to some reputable analytical laboratory for analysis. All perfumed products improve with age. Esters are formed from acids and alcohols, along with other complicated reaction products. These "tone" the product.



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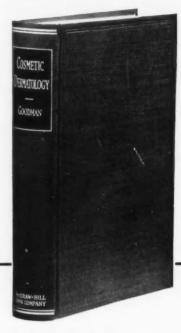
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# "VITAMIN F".—A Survey

So sharp has been the controversy over the merits of "Vitamin F" in cosmetics and so bitter the antagonisms which the subject has aroused in scientific and commercial circles that a final word, representing the consensus on the subject has seemed to be in order. We have asked H. STANLEY REDGROVE, prominent British authority, to prepare such a statement for us. The first section of that statement is presented here and the next and closing installment will appear next month. So far as this journal is concerned, this article closes the subject, unless and until new and definite scientific facts are developed which have a bearing upon it. We take no position in the controversy but recommend a careful reading of Mr. Redgrove's summary as a complete presentation of all sides of a debate which has become both ridiculous and harmful to the industry's best interests.—EDITOR.

THE word "vitamin" was coined by Casimir Funk to designate a substance whose presence in minute quantities in the diet is essential for good health. There was evidence, which has since grown in volume and conclusiveness, that there are several substances possessing this character, whose absence from the diet is responsible for the development of specific abnormal symptoms either in animals or in human beings; and to distinguish between them the various vitamins were designated by the letters of the alphabet.

#### "Vitamin": A Misnomer

The word was originally spelt "vitamine" in the belief that the substances were amines. This not being the case, the terminal "e" has been dropped. Actually, the word "vitamin," originally a misnomer, is doomed to extinction in scientific literature. As the exact chemical constitution of the substances in question becomes established, there will be an inevitable tendency to refer to the substances by their scientific names. Already, there is a tendency to refer to "calciferol" rather than to "vitamin D," and to "ascorbic acid" rather than to "vitamin C."

Moreover, there are substances possessing the fundamental character of vitamins, to which the term "vitamin" has never been applied. For example, cobalt compounds appear to exhibit this character in relation to sheep. The absence of traces of cobalt from their diet results in "coast disease." But the name "vitamin" has never been applied to a cobalt compound.

On the other hand, the term "vitamin" has, in recent years, become increasingly familiar to the general public. There has come about increasing consciousness of the desirability of a diet rich in vitamins. To the man (and woman) in the street, "vitamin" is a word carrying great weight. In short, it is a magic word, of tremendous advertising value.

#### The Old Vitamin F

About six years ago, it became plain that the substance hitherto known as "vitamin B" was actually a mixture of biologically active substances. Two constituents were at first recognized, one being an antineuritic factor, the other an anti-pellagra factor. To distinguish between them, the first was called "vitamin B<sub>1</sub>" or "vitamin F," the second, since shown itself to be a mixture, "vitamin B<sub>2</sub>" or "vitamin G." The term "vitamin F" for the anti-neuritic factor was, however, soon

abandoned, and it thus became available as a possible name for any new vitamin to be discovered.

Having thus cleared the ground, we are in a position to study the substance or substances to which this name has now become attached, the claims made for the new vitamin, and the work on which these claims are based.

#### The Work of the Burrs

Of fundamental importance in this connection is the work of Dr. G. O. Burr and Dr. Mildred M. Burr, in the Department of Botany at the University of Minnesota, in Minneapolis, and that of Professor H. M. Evans and Dr. S. Lepkovsky, at the University of California in Berkeley.

Indeed, according to A. L. Bacharach (Manufacturing Perfumer, March, 1937), "the whole of the accepted experimental work on this subject comes from these two American schools."

Three papers published jointly by H. M. Evans and G. O. Burr appeared in *The Proceedings of the Society for Experimental Biology and Medicine* in 1926 and 1927 (24, 1926, 740; 25, 1927, 41 and 390), in which it was shown that a diet free from fat, but containing other essentials, was incapable of maintaining normal growth and reproduction in female rats.

The matter was further studied by the Burrs. A preliminary communication from them appeared in The Journal of Biological Chemistry in 1929 (82, 1929, 345), followed by the report of a more detailed study in the same journal in the following year (86, 1930, 587). The chief characteristics of the fat-deficiency disease in rats were found to be scaliness of the feet, dandruff, kidneydegeneration, and infertility. All fats were not found to be equally effective in curing the disease. Saturated fatty acids were found to be useless; nor could entire cures be brought a bout by all unsaturated fatty acids. Linoleic acid was effective, either alone or as present in olive, corn, poppy-seed or linseed oils, lard, or egg lecithin.

The question of the characterization of the curative factor was dealt with more fully in a paper by the Burrs and E. S. Miller, published later on in the same journal (97, 1932, 1). Oleic acid (which contains one ethylene linkage) was found to be ineffective. On the other hand, lineolic acid (two ethylene linkages), and linolenic acid (three ethylene linkages), used in the form of methyl esters, both brought about cures. alpita-eleostearic acid, which is isomeric with linolenic acid, was however, found to be ineffective, possibly because of its high melting point.

#### The Work of Evans and Lepkovsky

Meantime work was proceeding in the laboratory of Professor Evans. In particular, a number of papers by Evans, Lepkovsky and co-workers appeared in The Journal of Biological Chemistry (96, 1932, 143 and 157; 99, 1932-3, 231; 106, 1934, 431, 441 and 445; 108, 1935, 431), detailing experiments the results of which confirmed in general the conclusions arrived at by the Burrs. In the Burrs' preliminary contribution, necrosis of the tail is considered an important symptom of the fat-deficiency disease. Much less emphasis is laid on this lesion in later contributions, and Evans and Lepkovsky state that "tail necrosis, so commonly reported, has not been observed in this laboratory." As curative agents, they found oleic acid to give a very slight response, while the response to linoleic acid was marked. They describe as a preparation rich in the "essential fatty acids," a product stated to consist of approximately 80 per cent. of linoleic acid and 20 per cent. of oleic acid. It is made from maize oil by removal of the insoluble lithium salts from those more soluble in 80 per cent. alcohol. In the last paper to which reference is made above, Lepkovsky, Ouer and Evans find feeding with a mixture of glycerol and free fatty acids to be rather less effective than feeding with the glycerides of the fatty acids themselves.

Other workers have also obtained confirmatory results. Thus a Japanese scientist, U. Tanze (Scientific Papers from the Institute for Physical and Chemical Research, Tokyo, 20, 1932, 13; 22, 1933, 1) found that immediately on restoring linoleic acid to the diet of rats which had been fat-starved, a soft fine coating of hair appeared on the denuded areas, the hair developed a lustrous sheen, the eyes became bright and

clear, the growth of the animals was restored, and they became normal in every way. Oleic acid was ineffective, and linolenic acid was neither so effective nor reliable in its action as was linoleic acid.

Whether the rat is entirely unable to synthesize the necessary unsaturated acid seems a little uncertain. Evans and Lepkovsky (Journ. Bio. Chem. 99, 1932-3, 231) claim to have answered this question definitely in the negative; but according to R. G. Sinclair, although growth on a diet devoid of unsaturated fatty acids is definitely sub-normal, it is nevertheless considerable (Journ. Bio. Chem., 114, 1936, xciv).

Evans and Lepkovsky have published many papers in the same journal (83, 1929, 269; 96, 1932, 165 and 179; 99, 1932-3, 235 and 237; 107, 1934, 429 and 439; 108, 1935. 439) on the "sparing" action of fats on the anti-neuritic vitamin, showing that less of this vitamin is necessary to establish a definite level of growth or frequency of ovulation when the diet contains fats.

Reference should also be made to two other papers, both published in The Proceedings of the Society for Experimental Biology and Medicine. In the first (30, 1932-3, 1349), G. O. Burr and W. R. Brown critically review the work of other investigators who had failed to corroborate the results of the Burrs' research in its essential features; while in the second (31, 1933-4, 911), G. O. Burr and A. G. Beber maintain that while rats are able to synthesize I arge quantities of fat, this fat is unable to cure the fat-deficiency disease.

#### The New Vitamin F

So far, although minor points of divergence in the results of various investigators has been noted, the survey has dealt with work which is generally accepted by the scientific world. There is no doubt that rats cannot thrive on a fat-free diet, that not every fat is capable of preventing the occurrence of fat-deficiency disease or of curing it, and that linoleic acid is particularly effective in this respect.

At the conclusion of their joint researches, Evans & Burr suggested that the factor necessary for growth of fecundity in female rats, absent from a fat-free diet, might be due to a new vit a min—vitamin F. The Burrs appear to have dropped this designation, but in papers by Evans and his co-workers it is employed as a convenient name for the essential (unsaturated) fatty acids. Its use, however, has not met with the approval of the scientific world, at any rate in Great Britain. In the "Symposium on Vitamin F," published in The Manufacturing Perfumer (March, April and May, 1937), all the contributors adopt a critcial attitude towards this appellation, with the exception of Dr. Thomas Dunn. of the Dunn Nutritional Laboratory, Cambridge, and Dr. August J. Pacini, whose name is closely associated with the employment of "vitamin F" in cosmetics. The contributors in question were A. L. Bacharach, M.A., F.I.C., a leading British authority on vitamins; Prof. T. P. Hildritch, D.Sc., F. I. C., of the Department of Industrial Chemistry, University of Bristol; Prof. J. H. Burn, M.A., M.D., of the College of The Pharmaceutical Society; Prof. J. C. Drummond, D.Sc., of the Department of Biochemistry, University College, London; Mr. W. H. Simmons, B.Sc., F.I.C., the well-known authority on soaps; and the present writer.

The only valid argument for using the name "vitamin F" is that the actual substances present in a normal diet responsible for the non-development of the symptoms in rats observed by the Burrs have not yet been completely characterized chemically. It is, let us say for the sake of argument, not certain whether it is linoleic acid, or some substance, such as an isomer, associated with linoleic acid. So far as linolenic acid is concerned, the evidence points to the fact that, although it may pos-

(Continued on page 83)



#### COUNSEL SITS IN

The increasing intervention of Government in business has inevitably brought in its train the corresponding prominence of a department store's legal staff in the conduct of its daily affairs. So far as manufacturers are concerned the participation of counsel in sales and promotion meetings has almost come to be taken for granted, but the necessity for consultation with our customers' attorneys complicates still further the involved process of getting a break for our merchandise.

Not so long ago a manufacturer we know received a call on the telephone from the buyer for one of his most important accounts to the effect that counsel for the store would regard with favor a visit from the aforesaid manufacturer. So our friend, being a dutiful manufacturer, took his foot in his hand and galloped down to the sanctum of Murphy, Swenson, MacTavish and Ginsberg, there to be confronted with a demand that jolted even an aplomb tempered by twenty years in the toilet goods business.

"Mr. Whiffle," said counsel suavely, "we know that you are covered by products liability insurance, but now we must have another sort of protection. Since one of the products our client buys from you is a patented article, it will be necessary for you to take out a bond to protect us in case of a suit for infringement and damages."

"But, Mr. Er-er-er," said the bewildered manufacturer, "our patent is valid; and supposing we were able to get such a bond, what is going to happen to me if I permit such a precedent? Your client is only one of our customers. An important one, -but there are many others, and should they all come to me with such a demand-well, figure it for yourself!"

But the manufacturer was anxious to please, as all manufacturers must be, and the subject intrigued him somewhat, so he investigated carefully the question of procuring such a

Most bonding houses, at least in his part of the country, refused to consider at all a bond for such a purpose. "The subject of patents is untenable, at best," they told him. "The issuance of a patent is in no sense a guarantee of its validity. The only way to determine the power of a patent is through the courts, and if it's all the same to you we'd rather not issue a bond for such decision."

Finally our friend found a bonding house which was quite cheerful about the matter.

"Sure, we'll be glad to look into it," they told him. "Just send us your check for fifty per cent of the premium with your application (and oi! what a premium) and we'll investigate your patent and advise you. If after our investigation we are satisfied, we'll go ahead and issue your bond.

"And in case you're not?" timidly inquired our friend.

'Oh, then, of course we couldn't go farther, and your payment, of course, would close the matter."

So our friend went to his attorneys, and his attorneys took counsel with the store's attorneys, and with their combined forces the assembled legal talent decided that another patent was extant that should be considered. So our friend went and made a deal with the holder of this other patent, and got his good friends in the store to reason with Murphy, Swenson, MacTavish and Ginsberg, who finally capitulated and went baying off on a fresh scent.

But now our friend shys and trembles like a skittish colt every time he gets a call from a buyer. He awakens at night from harrowing dreams of buyers dancing at the ends of wires pulled by scowling attorneys, and he is reinforcing his reading of the American Perfumer with the Legal Digest.

Maybe, however, this business of attorneys dipping into the conduct of the toilet goods business will be a good thing after all. Haven't you felt, sometimes, that you'd like not only an attorney, but a policeman, sitting in with you on some of the conferences you've had with some of your buyers?

## **NEWS and EVENTS**

Foragers Frolic at Green Gables

Nearly fifty members and guests of the Foragers attended the annual outing at Green Gables, Long Branch, N. J., the last Saturday in June. Perfect weather as usual greeted the crowd at the pier and lasted throughout the day. Many races were run and some baseball was played, this year with a soft ball, an innovation which pleased most of the members, although a few hardy souls demanded regular baseball as in the past. Winners and times and scores form no part of this report. We hate to be unkind to anyone.

The usual fine shore dinner was followed by other pastimes, known only to the Foragers, and the party returned to New York and Philadelphia (there was a goodly delegation from that city) late in the evening.



Marcel Michelin, president of Pinaud, Inc., New York sailed with Mrs. Michelin recently for a two-months' visit in France. He will confer with Pinaud officials in Paris and expects to announce some new and interesting products upon his return.

#### Trade Commission Hears Cosmetic Cases

The Federal Trade Commission took testimony in the cases against several cosmetic companies at its New York offices the last week in June. Cases heard were those of Elmo, Inc., Coty, Inc., Bourjois, Inc., Richard Hudnut, Charles of the Ritz, Inc., and their several subsidiaries. All of the complaints charged violation of the Robinson-Patman Act and the Federal Trade Commission Act in the employment of demonstrators and the payment of PM's.

The Commission took testimony only as to the facts of the several cases and then continued them for presentation of arguments and defense testimony to a later date. The facts generally brought out were that the companies involved are now making PM and demonstrator payments to all outlets on equal terms and in most cases had renewed instructions to demonstrators to wear identifying badges. Decisions in the cases are not anticipated before the Autumn.

### Re-enactment of Tax on Cosmetics for Two Years

With both branches of Congress having passed the bill for the re-enactment of the excise taxes on toilet preparations and a wide range of other products, it is now certain that the tax will remain for another two years. The House bill provided for re-enactment for a single year only while the Senate bill provided for a two year extension. Under Congressional rules the conference committee may accept either length of time or any length between the two limits but may not go beyond these limits. The committee agreed on the Senate version.

#### Frankel Smith to Represent "Zotos"

P. S. Fogg, general manager of Frankel Smith, Inc., of Boston, announces that this firm has been appointed a distributor for "Zotos" products. This concern has adopted a new policy this Summer, and will remain closed Saturdays during July and August in order to give their employees the benefit of a long week-end. This is in addition to the usual two weeks vacation with pay.

#### Lentheric Sales Director Here

René Wampach, director of sales of Lenthéric, Paris, has been in New York for a visit of several weeks at the American offices.



M. Wampach

He sailed on the Normandie after fulfilling h i s mission of studying American methods of sales, promotion, and d i s t r i b ution as compared with those employed on the continent.

Mr. Wampach

finds the feminine psychology here quite different from that in France and buying habits correspondingly different. Undoubtedly, the French woman has a finer traditional background in the use of perfumes and she is more discriminating in her choices than the American woman. According to Mr. Wampach, the French woman is much less susceptible to advertising and promotional efforts and judges a perfume mostly "by her nose." On the whole, she is quite indifferent to packaging and presentation and once she has decided on a personal fragrance, she prefers to buy it in a plain flacon rather than with all the trappings that are so dear to an American woman's love of luxury.

Perhaps it all has to do with understanding and catering to the opposite sex. The French woman, no doubt, chooses her perfumes and cosmetics for their effect on men, whereas the more independent American woman pleases herself first and a man secondly. However, Mr. Wampach hopes to adopt those American methods that apply to the sales problems of France and other transatlantic countries. And, in turn, he has brought a fresh viewpoint to the Lenthéric executives in this country.

#### New Owners for Gaston de Paris

Gaston de Paris has been acquired by Miss Rose Kahnweiler and Richard Picard. The business will continue as heretofore. Gaston is now in Europe doing research work and creating new packages.



A new box-making factory is being erected for Yardley and Co., Ltd., in High Street, Stratford, just outside the county of London. Pending the completion of the factory, the firm has erected a steel hoarding on the site for the purpose of poster display in accordance with the most modern ideas. Thus posters are given full display value, and the whole hoarding is floodlit at night. The rough fencing shown in the photographs is merely temporary.

#### Foreign Firms Want American Supplies

We have been advised by two firms in Cuba, and another in Africa, that they are about to manufacture toilet preparations, and desire to contact American manufacturers of raw materials and supplies. We shall be glad to turn these inquiries over to any firms interested in such export trade.

#### de Muir Appoints Western Agents

George Gamble, president of de Muir Laboratories, Boston, announces the appointment of distributors in Chicago, Cleveland and Los Angeles. J. J. Mitchell is representing the firm in Chicago, with an office at 55th Street on the Lake; Irwin Winston, Euclid Avenue at University Circle, is taking care of the Cleveland interests; and in Los Angeles, D. D. Livingston has head-quarters in the El Royale Building, Rossmore Ave. at Rosewood Ave. De Muir, which has been merchandising locally for more than a year, is also represented in New York by Georgian Perkins, 640 West 207th Street. Miss Irene Tokoi is vice-president of the firm.

#### Sanitax Moving To New Quarters

Sanitax Brush & Products Co., Chicago, has moved to new and larger quarters at 230 East Ohio St. The Edward W. Zabel Co., offices have also been moved to the

same address. Mr. Zabel, whose own company is engaged in the advertising business, is president of the Sanitax firm. He was for many years associated with the retail merchandising of toilet goods with department stores and chain drug stores. Sanitax has a New York office at 1350 Broadway and will soon open branch offices in San Francisco and Dallas.

#### Aromatic Products Appoints Johnson

Aromatic Products, Inc., New York, has appointed Esler Johnson representative in Pacific Coast territory. Mr. Johnson, who is well known in that territory, will maintain offices at 461 Market St., San Francisco, and will cover the states of California, Oregon and Washington.

#### Marcotoon in New Quarters

Dr. Nicholas Marcotoon, consulting manufacturing chemist, has moved his offices and laboratories to larger quarters at 27 East 21st St. The new telephone number is GRamercy 7-0576.



Mr. and Mrs. Paul E. Porier of Long Beach, Calif., are visitors to Detroit. Mr. Porier who has completely recovered from his illuess, will supervise work at his Highland Park company, the Fairystone Laboratories, until late in August.

#### Shepherd Products Distributed On United Air Lines

Products for the skin, hair and nails by Mary Imogene Shepherd will be part of the regular overnight kits to be given passengers on the new coast-to-coast sleeper service to be inaugurated shortly by the United Air Lines. Miss Shepherd's beauty operators will also be available on these planes for regular beauty treatments.

#### ADVERTISING AGENCY CHANGES

NAME AND ADDRESS	PRODUCT	NEW AGENCY
Bauer & Black, Chicago, III	"Velour" Hand Lotion	Blackett - Sample, Hum- mert, Inc., Chicago, III.
Beautysheen Inc., New York	Hair Rinse	
Blue Bird Manicure Preparations,		
Chicago, III.	Manicure Preparations	The McCord Co. Inc., Chicago
House of Wembdon, Inc., New Yo	rk Wembdon Lavender	
		Vox Co. of Advertising Inc., New York
Lady Esther Co., Chicago, III Lehn & Fink Products Corp.,	Cosmetics	
New York	"Tussy" Cosmetics	Williams Esty & Co., New York
Park & Tilford Co., New York	Perfumes	New York
V. Vivaudou Inc., New York	Djer Talcum & Sachet	New York
	Mavis Talcum Powder	Cowan & Dengler Inc., New York

#### Miss Foster Now With Revlon

Pauline Foster was recently appointed sales promotion manager of Revlon Nail Enamel Corp., New York. Before joining the

Revlon company, Miss Foster spent nine years with the Northam Warren Corp., and is well known in this branch of the industry. In her present capacity, Miss Foster is given a free hand to develop promotion



Miss Foster

publicity plans, finds the executives congenial, enjoys her work and store contacts with this progressive firm. She also works very closely with the chemists in the evolution of new Revlon shades.

#### **Trade Commission** Cites Four Firms

The Federal Trade Commission has issued citations charging unfair competition against the Rex Merchandise Corp., Crown Laboratories, Inc., Sheray, Inc., and Wilshire Sales Corp., all of New York, and their officers. The complaint alleges that the companies and individuals "entered into a combination . . . to sell . . . toiletries . . . marked and branded with fictitious prices and to have advertised them in a false and misleading manner."

#### Redgrove Talks to Garden Club

Sir Harry Lindsay, Director of the Imperial Institute. London, Major Dale, Commissioner for the (British) East African Dependencies, Henry Simpson, president of the Poet's Club, and Mrs. Marion Cran, F. R. S. A., the wellknown authoress of gardening books. were among those present at a wellattended dinner recently held at the Garden Club, London, for the purpose of hearing an address on "Flowers and Perfumes" by H. Stanley Redgrove, B.Sc., F.I.C., the eminent British authority. The Hon. Mrs. Dundas, wife of the acting Governor of Northern Rhodesia, presided. Mr. Redgrove gave a brief account of the winning of perfume material

from plants by distillation of their volatile oils, by extraction with volatile solvents and other methods, of the classification of the products according to odour, and their use in the confection of perfumes. Samples of various essential oils, absolutes, etc., were handed round for the assembled company to smell. Mr. Redgrove also dealt with the development of the essential oil industry in the British Empire, with special reference to Kenya Colony, and urged its extension. He paid a warm tribute to the work of the Imperial Institute.

#### **Baxter Appointed** Canadian Representative

Effective July 1, Prince Matchabelli Inc. and Parfums Weil Paris Inc. will distribute in Canada on a national basis under the general

management of Robert Baxter, associated with the American company of Prince Match. abelli since 1933 in the capacity of sales manager and later as purchasing agent.



Temporarily Mr. Baxter will

be located at 1310 Argyle Road, Walkerville, Ontario, offices of Prince Matchabelli and Parfums Weil.

Mr. Baxter has also been appointed manager of the Canadian sales and distribution of Antoine de Paris Inc.

#### Pfaudler European **Executives Here**

Executives of The Pfaudler Co.'s factories in both Great Britain and Germany are in the United States for a sales conference and will also make extended trips around the country visiting some of the important Pfaudler installations. First to arrive was E. M. Hallowell, sales manager of Pfaudler Werke, Pfaudler's German factory. Mr. Hallowell, a native of Minnesota, has been with the company for twentyfive years, most of which has been spent abroad.

James MacGregor, sales manager of Enamelled Metal Products Corp., (British Pfaudler), is also here and is making a tour of the United States

and Canada. The arrival of Sidney McCann, a director of Enamelled Metal Products Corp., completes the trio. Mr. McCann, who is a ceramic chemist, spent many years in the ceramic laboratories of The Pfaudler Co. at Rochester before taking up residence in Leven, Fife, Scotland, where the British factory is located.

#### Algerian Geranium Crop Damaged

Geranium culture in Algeria is suffering severely from drought. Oil production is 50% below normal and the impending harvest is expected to be a poor one. By way of contrast, the plantations at La Reunion have been damaged by torrential rains. Geranium oil has not followed the general upward price trend of Algerian products.

#### Continental to Make Crimp Seal Closures

Continental Can Co., New York City, announces that it will manufacture crimp seal caps for bottles and cans at its plants in Baltimore and Chicago.

#### Wings Products **Organized**

The Wings Products Co. was recently organized in Trenton, N. J., by Mrs. Mary G. Roebling for the distribution of her



Mrs. Roebling

"Hollywood Wings," a new "frown-line eradicator" which she created. Mrs. Roebling was previously with Bonwit Teller & Co. in Philadelphia, where her merchan. dising experience, plus watch-

ing personal friends apply homemade patches in an effort to eliminate frown-lines, gave her the idea of making a sanitary, sightly product for this purpose. Mrs. Roebling is one of the busiest women in her state. In addition to marketing this new product, she is the only woman member of the New Jersey State Compensation Commission, appointed to this by the Governor, and she is also president of one of the largest banks in Trenton.



The Second Annual Party of the Allied Drug & Cosmetic Association was held at Meadowbrook Golf & Country Club. Golf and bridge were the afternoon features. Prizes to winners of these were presented at the dinner dance held that evening. Mr. and Mrs. Wilbur Elliott were chairmen respectively of the men's and ladies' entertainment committee. The party was very well attended by local and out of town members of the toilet goods and drug industries. In the picture are, from left to right, top row: Karl Miller, Rock Snow, Ben Roberts, Jeff Snider, Ralph Stevenson, Gerry Carlisle, Jamie Jamieson, Mrs. Snider. Bottom row: Mrs. V. Anderson, Mrs. A. R. Vicary, Mrs. W. H. Elliott, Van Van Allsburg, Joe Wolff, Jack Vicary, Chuck Harvey.

#### Ogilvie Opens Coast Warehouse

Ogilvie Sisters, hair and scalp specialists, New York, have been forced by rapidly expanding business to open a distributive warehouse on the Pacific Coast. In the future all Ogilvie shipments to California, Washington, Oregon and Nevada will be made by J. Theo Erlin Co., San Francisco.

#### New Cosmetic House Organized

The Emfo Corp., has been organized by E. M. Fougera and J. G. Harrison with offices and laboratories at 404 Fourth avenue, New York City, to manufacture cosmetics, lotions, pharmaceuticals and a line of beauty treatments. Mr. Fougera is president and secretary and Mr. Harrison is vice president and treasurer.

Mr. Fougera was formerly chief chemist and production manager of the cosmetic plant of the Owl Drug Co. and later was chemist for the Walgreen Co., Chicago. He created the "Antoine de Paris" line for the Hyman & Hyman Corp., and all told has been in the cosmetic field for 15 years. Incidentally Mr. Fougera is the grandson of E. Fougera, the founder of the house of E. Fougera & Co. established in 1849.

Mr. Harrison founded the Harrison Refining Co. which was recently acquired by the American Cyanamid & Chemical Co., and has been identified with the chemical field for thirty years.

#### Allen Celebrates 50 Years With D. & O.

F. C. Allen, treasurer of the Dodge & Olcott Co., New York City, is one of the few men in the industry who has been in continuous service for fifty years; and in this half century of service he has the added distinction of having spent

all of his business career with the same company.

Beginning in a minor capacity with the company when a mere boy, Mr. Allen studied the business in his spare time and progressively rose to his present position in the corporation. In celebration of the event Mr. Allen left for a month's trip to the Pacific coast where he will visit the places of interest and contact the friends he has made in business on the coast in his many years of service.

### Limbert Appoints Ahles Representative

Harry J. Ahles, with offices at 350 N. Clark St., Chicago, has been appointed representative of J. N. Limbert & Co., Philadelphia, importers of vanilla beans. Mr. Ahles, who is well known throughout the vanilla trade, will cover not only Chicago and St. Louis, but the entire Middle West territory.



Mr. Remington



Mr. Darlington



Mr. Steiner



Mr. Sheffield



Mr. Turne

Officers of Collapsible Tube Association

#### Remington Heads Collapsible Tube Ass'n.

Definite plans for advancing the interest of the manufacturers of collapsible tubes and for giving better service to the buyers of tubes were formulated at the annual meeting of the Collapsible Tube Manufacturers Association June 15 when new officers for the coming year were elected.

Frederic Remington, president of the Peerless Tube Co., Bloomfield, N. J., was elected president, J. Everton Turner, president of the Turner White Metal Co., New Brunswick, N. J., was elected vice president; L. B. Platt was elected secretary and the following were elected directors: Joseph C. Steiner, president of the Atlas Collapsible Tube Co., Chicago, Ill., L. Tracy Sheffield, president of the New England Collapsible Tube Co., New London, Conn., and H. S. Darlington, president of A. H. Wirz, Inc., Chester, Pa.

Mr. Remington, the president has been active in the tube industry for the past 15 years and has been associated with the organization and work of the Association since its inception. Mr. Turner likewise has been engaged in the industry ever since he finished college and both Mr. Sheffield and Mr. Darlington have been identified with the collapsible tube industry during the period of its greatest development.

#### Muhlethaler Official Visits Trade Here

Rudolph Barfuss, technical director and perfumer for Th. Muhlethaler, S.A., Nyon, Switzerland, spent two weeks visiting the American market and arranging with his representatives here for increasing the sale of Muhlethaler products in the American market. Mr. Barfuss spent most of his time in confer-

ence with Orbis Products Trading Co., American representatives for his line. He was much impressed with the possibilities for business in America, especially in the perfume and toiletries industries, and indicated that his company would soon begin a campaign designed to attract the attention of American buyers in all consuming industries.

#### J. Mero & Boyveau Official Sails

Henry Benard, senior partner of J. Mero & Boyveau, Grasse, France, accompanied by Mme. Benard sailed on the *Normandie*,



M. Benard

June 30 after spending six week in Canada and the United States. They arrived in Quebec in May and after a tour through the province of Quebec and the Gaspé Peninsula, came to New York City where

Mr. Benard was the guest of Francis T. Dodge, president of Dodge & Olcott Co., American representatives for J. Mero & Boyveau. It was Mr. Benard's first visit to the United States and he was agreeably impressed with the reception accorded him in the United States and with the enterprise and progressiveness of Americans generally. Before returning to France, Mr. and Mrs. Benard flew to Washington for a visit to the National Capitol and later visited Bermuda.

While the trip was purely social, Mr. Benard was prevailed upon to express his views on the situation abroad. As representative of J. Mero & Boyveau, which was founded in 1832, Mr. Benard was able to offer some interesting comments on condi-

tions in the essential oil industry. He felt that the general situation was much improved and that the industry is now on a sounder basis as a result of more stable prices. Higher prices, which have come about, not only return an adequate revenue to the producer but also to the workers in the fields. Buyers now can make purchases with the assurance that prices will not fluctuate suddenly, so that all around the situation is more satisfactory. Due largely to bad weather conditions and unfavorable temperature during the winter, lavender prices are relatively high.

As to economic conditions in France generally, Mr. Benard pointed out that three-quarters of the population are engaged in agriculture while only one-quarter is engaged in industries. And as the French peasant as a rule owns his property he has a very vital interest in the soundness of the government. For this reason he does not look for any serious social disturbance whatever the surface indication may be from time to time. Labor has been restless and exacting in its demands and he feels that in many ways it has been unreasonable but that labor leaders generally realize that fact and are now inclined to cooperate more fully with the industrialists on whom the commercial welfare of the country rests.

### Frank-Vliet Remodels Offices

Frank-Vliet Co., New York, importers of gums, have completed extensive alterations of their offices. Located in an old building in lower Manhattan, the alterations effected have completely transformed its appearance. The executive offices are completely done in modern style, in two shades of tan, with chromium trim. The reception room has been enlarged and tastefully decorated.



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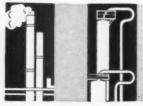




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# NEWS and EVENTS

Soap Makers Meet in Chicago

Soap manufacturers met under the auspices of the Association of American Soap & Glycerine Producers at the Hotel Blackstone, Chicago, June 29. A general discussion of the labor situation was the principal business but reports were also made on the future of the raw materials trade, taxation, a study of the coconut oil situation in view of the independence of the Philippines and a special report on consumption of soap and trends of the industry. An excellent attendance was on hand for this Summer meeting. The annual convention of the Association is held in the Winter but for the last three years Summer meetings have also been held.

#### An Australian Cosmetics Factory

The Amalgamated Drug & Cosmetic Corp. is building a new factory at Pyrmont, near Sydney. Australia, for the manufacture of cosmetics and medicaments. Particular stress is laid upon the absolute dust-proof design of the plant.

#### Pharmaceutical Group Re-Elects Coutlee

At the third annual meeting of the Pharmaceutical Advertising Directors Club, held at the Park Central Hotel, New York, on

June 24th, Douglas Wakefield Coutlee, director of advertising, Merck & Co., Inc., was re-elected president. The other officers are: A. Douglass Brewer, Ciba Pharmaceutical Products,



Mr. Coutlee

Inc.; vice-president; Edward B. Austin, Thomas Leeming & Co., treasurer; and E. Walton Bobst, Hoffmann-LaRoche, Inc., secretary. During the past year membership in the club increased from thirty-four to forty-five.

#### Cortizas Opens New York Branch

M. Cortizas Co., Philadelphia, importer of vanilla beans, has opened a branch in New York under the direction of John E. de Redon. Mr. de Redon, who will act as company representative, has offices at 122 Greenwich St. He is well acquainted with vanilla and with the consuming industries, having been associated with the trade for more than 25 years, starting with the American Trading Co., one of the pioneer importers of Mexican



Sailing from the Golden Gate, Mr. and Mrs. Louis Spencer Levy head for Honolulu, Japan, China, and other far points. It may take them a year maybe more-to complete their round the world tour, but what is a year or two more or less after more than 30 years of active work in the publishing field.

#### Morton Now With Houbigant Sales

Pierre Harang, sales manager, has announced that L. E. Morton will soon be associated with Houbigant Sales Corp. Mr. Morton, well-known in the toilet goods and retail fields, through his long and successful career with Wm. Filene's Sons Company, Boston, will primarily direct his activities towards consumer trends, retail promotional work and the furthering of closer merchandising relations between Houbigant and the retail trade.

#### Bialecke Now On Verley Staff

Adam Bialecke who has been chief perfumer of Armour & Co. for a great number of years, is now associated with the Albert Ver-



Mr. Bialecke

ley & Co., Chi-cago. Mr. Bialecke will serve in the capacity of traveling techni-cian and will be available in that capacity anywhere that his many years of experience in perfuming cosmetics and soaps

may be desired by Verley customers. Mr. Bialecke will make his headquarters as a member of the Verley technical and research staff in Chicago, where he will be centrally located for service in any section of the country. The many friends of the house of Verley are invited to avail themselves of his experience and knowledge, according to the announcement of D. A. Bennett, presi-

#### Merck Names Anderson **Assistant Secretary**

Carl M. Anderson has been appointed assistant secretary of Merck & Co. Inc., Rahway, N. J. From 1930 to 1934 Mr. Anderson was associated with the New York law firm of Root, Clark, Buckner and Ballantine. Since that time he has been employed by Merck & Co. as legal counsel. He is chairman of the Legislative Committee, Drug, Chemical and Allied Trade Section of the New York Board of Trade, Inc., a member of the Legislative Committee, American Drug Manufacturers' Association; and a member of the Advisory Board to the New York State Commission of Health on Narcotic Control.

### Chiris Company In New Quarters

Antoine Chiris Co., American affiliate of Ets. Antoine Chiris, Paris and Grasse, has moved from 147 Waverly Pl., to 115 East 23rd St., New York. Much more modern and convenient quarters and greatly improved facilities for service to the trade are available at the new offices.

#### Miss Mullen Graduated From New Rochelle

Miss Edith J. Mullen, daughter of Albert E. Mullen, vice-president of the American Perfumers Laboratories, Inc., was graduated from the college of New Rochelle on June 7th. Miss Mullen majored in English while at college and studied journalism and advertising intensely. She was a member of Alpha Alpha, the honor society; on the staff of the college weekly, the Tatler, for two years and did reporting work for the Standard Star, the New Rochelle daily paper, her senior year. She was also an active member of Scribblers, a literary club: The Glee Club; The Catholic Poetry Society and the Athletic Association.

#### Mackelcan Returns From European Trip

H. G. Mackelcan, vice-president in charge of sales and G. S. Hamilton, vice-president and comptroller of Innis, Speiden & Co., New York, N. Y., returned on the Bremen, June 28 from a month's trip abroad where they visited the various principals of the company. Their itinerary included the principal cities of Germany, Czecho-Slovakia, Holland, Belgium, France, and England. After a visit to the Paris Exposition, they flew from Le Bourget airport to Croydon airport, England. They report business conditions in the chemical and allied industries abroad to be generally satisfactory.

#### Faverjon Sails After Visit Here

Jean Faverjon, of Payan & Bertrand, Grasse, France, sailed on the *Champlain* June 12 after spending a month in conference with the Gerard J. Danco, Inc., general agents for the company in the United States. While in America Mr. Faverjon with Gerard J. Danco made a trip through the West.

#### **Editorial Insert** Attracts Notice

So many of our readers have requested information about the colored editorial insert of last month that a brief description seems in order. The insert was prepared by Albert Carman, a commercial artist of some reputation. Mr.

Carman, dissatisfied with the results obtained for his work by the usual printing processes developed a new method which would retain all of the character of original drawings even in the printed copies. In preparing the printed work. Mr. Carman brings artist and printer into close contact and through the medium of his process has succeeded in making almost perfect reproductions of the artist's ideas. The process is adaptable to booklets, displays, package wraps and any other work in which accurate color reproductions are required.

# Marriage of F. V. Sinclair

Friends of Frazier G. Sinclair, president and treasurer of Drug Markets, Inc., publishers of the Drug & Cosmetic Industry and Toilet Requisites, will be interested to learn of his marriage to Miss Mabel de Haven at the Riverside Church, New York City, June 9. The wedding was performed by the bride's father. Immediately after the ceremony Mr. and Mrs. Sinclair sailed on the Queen Mary for a honeymoon in Europe. Mr. Sinclair was graduated from Cornell University in 1914 and since that time has been engaged in the publishing business, with the exception of the war years when he saw service as an officer in the navy.

#### Foster Opens New Showrooms

Foster, Inc. have opened their new showrooms and offices at 383 Fifth Ave., New York, where the complete "Mondaine" and "Foster" lines of compacts and cigarette cases are on display. The showrooms are attractively done in a modern trend and strike a keynote in keeping with the styling for which Foster is noted.

S. Neulander has been made assistant sales manager. Mr. Neulander will make his headquarters at the New York offices.

#### Weisman Sails For Europe

J. L. Weisman of Felton Chemical Co., sailed June 9 on the *Queen Mary* for a six weeks' business trip which will take him to England and the Continent.

#### Watson Visiting European Principals

Rupert C. Watson, vice president and sales manager of Firmenich & Co., New York, N. Y., accompanied by Mrs. Watson, is enjoying a business and pleasure trip to Europe. After conferring with the foreign house, Firmenich & Cie, Geneva, Switzerland, Mr. and Mrs. Watson plan to visit the Paris Exposition and later go to London and to the South of France visiting Grasse. They expect to return early in August.

## Schneider Joins Drury Forces

Arnold J. Schneider, for fifteen years with the Victor Chemical Works, Chicago, is now connected with the sales force of A. C. Drury & Co., Inc. He will call on buyers of fine and heavy chemicals. E. F. Letellier, for many years with the Drury organization as linguist and house salesman, has also been added to the outside selling organization in Chicago.

#### Pfaltz & Bauer Appointed Agent

Dubuis and Rowsell, Ltd., of Croyden, England recently appointed Pfaltz & Bauer, Inc., of New York, as American agents for their complete line of perfume compositions and aromatic specialties.

## Delavigne Sails For Europe

Albert Delavigne, president of the George Silver Import Co., New York City, sailed on the Champlain June 16 to confer with his principals, Roure-Bertrand Fils-Justin Dupont, Grasse and Argenteuil, France. Mr. Delavigne expects to return late in August.

## Dodge Visits New Chicago Offices

Francis T. Dodge, president of the Dodge & Olcott Co., New York City, left June 24 for a visit to the new offices of the Chicago branch of the company at 178 North Wacker Drive. The new quarters are located on the ground floor and afford ample space for the staff which is in charge of William G. Moore, one of the veterans of the corporation.

### French Aromatic Chemical Association Organized

Manufacturers of synthetic perfume materials in France have organized a trade association to be known as Syndicat de Prod-

uits Synthetiques pour la Parfumerie. The first meeting of the group was held in Paris and election of officers resulted in the choice of Louis Roure of Roure Bertrand Fils & Justin Dupont as presi-



Mr. Roure

ident. Other officers include Messrs. Fontanes (Givaudan) and Trimbach (Rhône · Poulenc) vice · presidents; Sordes (Groléa & Sordes) treasurer; Max Roger (Roure Bertrand & Justin Dupont) secretary; Gattefossé (Ets. Gattefossé) assistant secretary; and Armanet (Dauphin) and Descollonges (Descollonges Frères) directors. Offices of the association are located at 44 rue la Boëtie, Paris.

#### Prof. Arthur George Perkin

We much regret to have to record the death, at Headingly, Leeds, England, May 30, of Prof. Arthur George Perkin. Professor Perkin, who was in his 76th year, belonged to a family of distinguished British chemists. He was the second son of Sir William Henry Perkin, F.R.S., and brother of William Henry Perkin, Jr., F.R.S., and Frederick Mollwo Perkin, C.B.E. Perkin, who was ap-

pointed Professor of Color Chemistry in the University of Leeds in 1913, where he was Dean of the Faculty of Technology from 1922 to 1924, devoted his life to the investigation of various problems connected with the chemistry of coloring matters. One of his earliest researches, conducted with Professor J. J. Hummel, was on the coloring matters of logwood and brazilwood. He was the author, with Dr. A. E. Everest of the well-known treatise The Natural Coloring Matters, of articles in Thorpe's Dictionary of Applied Chemistry, and of numerous contributions, mostly dealing with coloring matters, to scientific journals. On his retirement from the Chair of Color Chemistry at Leeds, he continued research at the University, and was accorded the title of Emeritus Professor and granted the degree of Doctor of Science. He was elected a Fellow of the Institute of Chemistry in 1887, and, at his funeral, the Institute was represented by Professor F. M. Rowe.

#### London Ideal Home Exhibition

There was an attractive display of various beauty products in the Beauty Section of the Ideal Home Exhibition, at Olympia, London. The display was augmented by a series of rooms—"Backgrounds for Beauty"—furnished by the Times Furnishing Co., of London, in distinctive styles to suit various types of beauty. The idea of my lady furnishing her house to suit her looks is a novel one; but in these days it might be easier to change one's style of beauty by cosmetic means.

#### George G. Kaestner

George G. Kaestner, vice-president and manager of the industrial division of Gooderham & Worts, distillers, Toronto, Ont., died



The Late

G. Kaestner

early last month at the age of 56. Mr. Kaestner was particularly well known in the perfumery and toilet goods business, having been in constant contact with the industry both in his present connection and for-

merly while associated with Canadian Industrial Alcohol Co. He was one of the most active members of the group which resulted in organization of the Association of Canadian Perfumers and Manufacturers of Toilet Articles, and was largely responsible for the success of that organization's early meetings, several of which were under his active direction. Mr. Kaestner was also a member of the Ontario Retail Druggists' Association and was active in the affairs of that body.

#### George F. Young

George F. Young, president of Charles W. Young & Co., Philadelphia, Pa., soap manufacturers, died May 31 at his Summer home in Atlantic City after a five month illness. He was 52 years of age. Surviving him are his widow, Mrs. M. Bertha Young; a daughter, Mrs. Henry J. Smith; and a son, Charles W. Young.



These Fine Displays Brought Cosmetics to London's Ideal Home Exhibition



# A. C. P. MEETS AT LUCERNE

CANADIAN perfumers, meeting in the Ninth Annual Convention of the Association of Canadian Perfumers and Manufacturers of Toilet Articles, elected Lloyd Linton of Northrop & Lyman Co., Ltd., Toronto, president for the coming year. Mr. Linton succeeds Robert Carr of Andrew Jergens Co., Ltd., who has held the office for the last two terms.

The convention was held at the Seigniory Club, Montebello, Que., and was attended by a larger number than usual of the active membership and a goodly delegation of associates. A representative group from the United States was also present and enjoyed the hospitality of their Canadian neighbors.

Other officers for the coming year

will be C. G. Carmichael of Gordon-Gordon, Ltd., Toronto, 1st vice-pres-dent, representing the Toronto group; André Borel, Parfumerie de Paris (Houbigant), Montreal, 2nd vice-president, representing the Montreal division; E. J. Reed, Thayer Perfumers, Ltd., (Fitch), Toronto, treasurer, and G. Henry Marceau, J. A. Marceau, Ltd., Montreal, secretary.

The first session of the convention was featured by the reports of the president, secretary, and treasurer and by a discussion of the possibility of joint advertising and publicity on behalf of the entire industry. The discussion followed a motion by N. F. Dahl of Elizabeth Arden of Canada that a study of plans for such publicity be undertaken by a special committee to report back as

soon as possible to the executive committee. There was no objection to the general idea but the discussion developed numerous difficulties in the way of actual joint advertising. A committee, headed by Mr. Dahl was empowered to study the idea and report to the executive committee at an early date.

A report on the excise tax was presented by Thomas Haugland of J. B. Williams Co., chairman of the legislative committee. Mr. Haugland told briefly of the efforts of the committee and reported high hopes for some action looking to removal or reduction of the tax in the near future.

At the final session, officers were elected and there was a further discussion of taxes and publicity matters. A brief report of the conven-





Lloyd Linton

tion of the Toilet Goods Association and the work of that organization during the last year was presented by S. L. Mayham, Editor of *The American Perfumer*, who recommended that the Canadian organization study the work of the T. G. A. Board of Standards with a view to some action along the same lines or in cooperation with the Board of Standards of the American Association.

Upon recommendation of the executive committee, it was voted to discontinue the Mid-Winter meeting in Toronto as a part of the official activities of the association, but the Toronto group will hold a Christmas or Mid-Winter party instead.

Resolutions of thanks to the Seigniory Club, the committees, and others who had worked so vigorously to make the convention a success were unanimously adopted and special vote of thanks to retiring president Carr for his work during the last two years was adopted by a rising vote.

President Linton was then present-

ed and in a brief address pledged his best efforts on behalf of the association during the coming year.

Entertainment, as usual, was varied and full. There is no place in which such fine opportunities for entertainment activities exist. On the formal program were the men's and women's golf tournaments, tennis tournaments, badminton and bridge, while other groups enjoyed drives through the Seigniory estates and fishing, which, this year was unusually good.

The golf tournaments brought out much very good and much not so good golf, but under a new handicapping system, devised by George Ringel of Fritzsche Brothers, Inc., chairman of the golf committee, prizes or the loss of them depended very little on the scores, which, perhaps, was just as well. A splendid array of prizes was awarded at the annual banquet on the closing evening.

A special feature was "American Night" on the first evening, when, under the capable direction of Roy Root of Scovill Manufacturing Co., a fine array of special entertainers appeared.

Credit for the outstanding success of the affair must go to Dick Richardson of Richardson Agencies, Ltd., Toronto and his committee. The arrangements were splendidly made and executed and the entire elaborate program of business and entertainment went off without a hitch. The weather, too, was perfect, and we suspect that the committee had a great deal to do with that as well.



Robert Carr

#### PICTURES AT LUCERNE

On the next two pages will be found pictures taken at the A. C. P. Convention at Lucerne, presented against a familiar background. Included are President Lloyd Linton, Chairman Dick Richardson, Herb Roden, Mrs. Linton, Martha Matilda Harper, Capt. MacBain, Fred Stenhouse, Norman Dahl, Fred Fielder, Jack Dawkins, Peter Powell, Alec Burns, Ted Reed, Mike Carmichael, Gert Keller, Albert Bellefontaine, Joe Valentine, Mrs. Richardson, Henri Marceau, Gene Barton, Hoyt Shehan, Andre Borel, and Steve Mayham. How many can you identify? And are there any there not mentioned above?







# Catalysts In Soap Boiling

by PAUL I. SMITH

THE manufacturer concerned with the development of quicker and more efficient methods of soap boiling is naturally interested in modern catalytic methods likely to quicken-up production. It is very much in his interest that the hydrogenated oils should saponify just as quickly and completely as coconut or palm kernel oils, and that the saponification curves of the more important oils and fats used in the industry should not show any startling variations. Apart from the great reduction in time which can result from the addition of suitable saponification catalysts to the kettle, a drop in temperature can take place without in any way affecting the finality of the process, and this means, of course, an appreciable saving in manufacturing costs.

So far, the use of catalysts in soap boiling has been only experimental, but judging from the results, there is every reason to suppose that some, at least, of these new accelerators will find serious practical application in very much the same way that finely divided nickel, palladium and platinum are being widely used in the hydrogenation process.

According to Langmuir who has done a good deal of pioneer work on the mechanism of soap production, the number of molecules in actual contact with the hydrolising liquid will be greater according as the number of double bonds in the molecules of the fatty acid decrease. Thus the more unsaturated they are, the lower will be the rate of saponification. It may, in fact, be summarised by saving that the rate of saponification is inversely proportional to the fraction of unsaturated glycerides present in the vegetable or animal According to P. Rufimskii, fat. Chimie & ind. 32, 1405. 1935., treatment of the fatty acids of cottonseed oil with air or ozonized oxygen exerts a considerable bleaching action and besides modifying important ana-

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Oil	Time	for complete saponification
Coconut oil	4	hours. (94% complete)
Coconut oil plus a- naphthol	40	minutes.
Cottonseed oil	70	hours.
Cottonseed oil plus a- naphthol	40	minutes.
Cottonseed oil plus B- naphthol		minutes. (98% complete)
Cottonseed oil plus thymol	1	hour. (98% complete)
Linseed oil	76	hours.
Linseed oil plus a- naphthol		minutes.

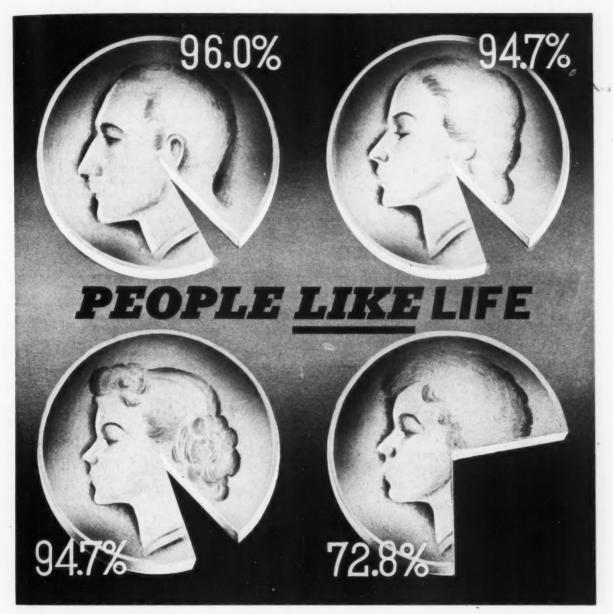
lytical characteristics, renders the fatty acids appreciably easier to saponify. It is a general experience in the industry that blown vegetable and sulphonated oils can be more readily saponified than untreated oils.

Small quantities, varying from .5% to 1%, of certain aromatic derivatives of phenol, cresols, naphthols, thymol, etc., have been shown to exercise an accelerating effect on saponification. Harold Silman, the well known English soap chemist, gives in Table I the following examples of the results obtained under standard conditions by the aid of a saponification catalyst. The proportion of catalyst used in his experiments is 1% (Soap. Feb. 1936).

While the addition of these aromatic derivatives tends to speed-up saponification very considerably, their presence in the soap is undesirable. Even 1% cresol or phenol will materially alter the consistency of the soap, also mask its natural odor, which may not be a bad thing if off-grade bone fats have been used, but renders the addition of perfume impossible. It is hardly feasible to have a phenolic, disinfectant smell as a background for carnation or other flower scents. Thymol has a very refreshing and pleasant smell and it is not likely to prove objectionable. The price factor here, however, is important, and soapers can hardly be expected to make use of this expensive material as an accelerator when cheaper substances are available. There is little doubt that saponification catalysts will not find general application in the industry unless odorless, noncorrosive substances can be found to do the work efficiently and cheaply.

Apart from the use of aromatic derivatives said to influence the molecular structure of unsaturated fatty acids, other substances of a catalytic nature are finding application, and these fulfill their purpose by inducing the fat to emulsify more thoroughly with the lye. Bentonite, the well known natural clay, is probably the most active and generally useful. This substance can be combined with any vegetable or animal oil used in soap manufacture, and enables the reaction with alkali to be effected both rapidly and completely. A well informed writer in Chem. Age, 33, 419. 20, 1935, recommends dispersing the bentonite in hot water and stirring the melted fats in prior to addition of the alkali. He says that even in a simple mixture the fats are more evenly and completely dispersed when bentonite is included. If the mixture can be rapidly agitated an excellent emulsion will result, the fat or oil being dispersed in tiny globules which will not coalesce. As a result, the fats will present greatly increased surface area to the water and alkali, and in addition to the speedier and more uniform reaction, the correct proportion of alkali can be more accurately gauged.

The addition of a colloidal clay as a saponification catalyst seems in every way justified, but this does not mean that it should be used as a filler in place of soap. As bentonite is perfectly inert it does not in any way interfere with the color or perfuming of the faithed seep.



THE WHOLE FAMILY . . . Kenyon & Eckhardt interviewed 800 homes in White

Plains, N. Y. and Stamford, Conn. In subscriber homes and among newsstand buyers

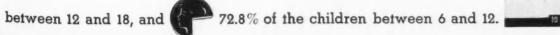
it was found that LIFE is read by 96.0% of the men over 18 years of age,





94.7% of the women over 18 years old, 94.7% of the children







# NEW YORK MARKET REPORT

THE trend in essential oils, aromatic chemicals, and other materials was rather mixed over the past month because of such factors as labor troubles, political differences between European countries and the internal crises in France.

On the whole business was somewhat below the level of the preceding period. In fact the slackening seemed more pronounced in the face of the activity noted earlier in the year at which time considerable speculative interest was present on inflation fears.

The complete reversal in Italian lemon oil brought about a firmer feeling among domestic producers of the article. A report from Palermo states that the total manufacture of Sicilian lemon oil during the past winter is estimated at between 600,000 and 700,000 Sicilian pounds which is precisely half that produced in the previous season.

Adverse reports regarding the peppermint crop were reaching this market. Too much wet weather was the basis of complaint. In addition to influencing the size of the plants in some areas, the presence of many weeds, because of moisture is likely to affect the quality of the oil, it is believed.

Trade in floral oils was quiet on spot. There has been considerable activity in futures by dealers however because of rising costs. Neroli, orange flower oils, and rose oil promise to be much higher over the current season because of unfavorable crop conditions.

Aromatic chemicals displayed a fairly good tone. Because of seasonal influences, buying was restricted. In the face of the present uncertainty concerning replacement costs. however, makers did not seem willing to press material for sale. Among the firm spots in the market were eucalyptol, linalool, the aldehydes, and geranyl acetate. Price schedules on coumarin and artificial musks were revised by manufacturers to meet competitive conditions.

Most of the soap oils displayed a soft tone. Here and there a fair inquiry was coming from consumers who were apparently in need of fresh supplies, but as a rule individual transactions were limited. Europe, it is said, is not expected to take much copra from the Philippines this year, thus it is believed that there will be a good deal more material available than in 1936.

Vanilla beans broke rather sharply because of competitive conditions. The willingness on the part of some shippers to move material was regarded by some here as an indication that the coming crop will be large.

#### BULGARIAN ROSE CROP

Information received by W. J. Bush & Co., New York from the house of Velizar Bagaroff, Sofia, indicates that the crop of rose oil will be about normal. Weather conditions were good early in the year and allowed normal development of the rose bushes. Distillation, however, was bothered by bad weather during the early part of the crop season. This condition preserved most of the buds with the result that the actual distillation (May 19 to June 15) gave a little more than a normal crop of flowers. Yield, however, was slightly below that of normal years resulting in an average supply of the oil.

#### PERFUME AND FLAVOR PRODUCTION LOWER

Production of synthetic perfume and flavor materials in 1936 was 20.2 per cent below that of 1935 and sales were 15.8 per cent lower according to a report just issued by the U. S. Tariff Commission. The table shows the 1936 production and sales of a number of products and also totals for the year in both coal tar and non coal tar classifications:

	Production		-Sales	
	Pounds	Pounds	Value	Unit value
		(A) Of Coa	l-Tar Origin	
Total	3,480,981	3,436,761	\$3,220,388	\$0.94
Acetophenone	13,773			
Amyl cinnamic aldehyde	29,459	27,400	53,358	1.95
Amyl salicylate	42,074	40,898	19,949	.49
Benzophenone	14,379	16,922	17,875	1.06
Benzyl alcohol	144,862	148,642	81,366	.55
Benzyl butyrate		182	298	1.64
Benzyl formate	31	27	88	2.52
Benzyl propionate	789	606	925	1.53
Benzyl salicylate	4,365	4,183	6,554	1.57
Cinnamic acid	1,384			
Cinnamic aldehyde	6,459	7,052	7,361	1.04
Cinnamyl acetate	232	163	1,008	6.18
Coumarin (synthetic)	109,156	137,506	360,496	2.62
Ethyl anthranilate		101	487	4.82
Ethyl benzoate	2,140	1,852	1,861	1.00
Ethylmethylphenyl glycidate	670	491	5,964	12.15
Ethyl salicylate		401	369	.92
Methyl salicylate	1,593,381	1,650,542	510,007	.31
Musk ambrette	11,790			
Musk ketone	7,738	7,165	28,661	4.00
Musk xylol	46,673	49,773	58,556	1.18
Phenylethyl alcohol	138,152	122,573	264,912	2.16
Vanillin	314,891	293,501	912,780	3.11
	1	(B) Of Non-C	oal-Tar Origi	n
Total	1,189,517	1,158,629	858,453	.74
Citral Citronellyl acetate	26,714 56	25,079	45,787	1.83
Ethyl butyrate	45,920	42,930	26,924	.63
Ethyl isovalerate		642	730	1.14
Ethyl oenanthate		3,331	2,526	.76
Ethyl oxyhydrate	17,588			
Geraniol	211,610	205,239	155,215	.76
Geranyl acetate	14,456			
Geranyl butyrate				
Heliotropin	36,178	27,469	49,681	1.81
lonone	42,503	42,209	89,272	2.11
Isoamylbutyrate	9,974	7,054	5,743	.81
Isoamyl formate	289	417	412	.99
Isoamyl isovalerate	1,165	1,148	1,859	1.62
Methyl ionone	17,295	16,418	41,776	2.54
Rhodinol	5,432	4,204	62,230	14.80
Terpineol	405,120	477,654	92,629	.19
Vertiverol acetate	605			

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we have been supplying the

# - careful buyer -

for three score years

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- " Cassia Redistilled U.S.P.
- " Cananga Rectified
- " Geranium African
- " Geranium Bourbon
- " Lemon Italian
- " Orange Italian
- " Peppermint Natural
- " Peppermint Redistilled

# Vanilla Beans

We carry complete stocks of the various qualities, and will be happy to submit samples and quotations at your request.

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Victor Chemical Wks. (2)
Wilson Laboratories
William S. Merrell Co. (2)

# We've Learned

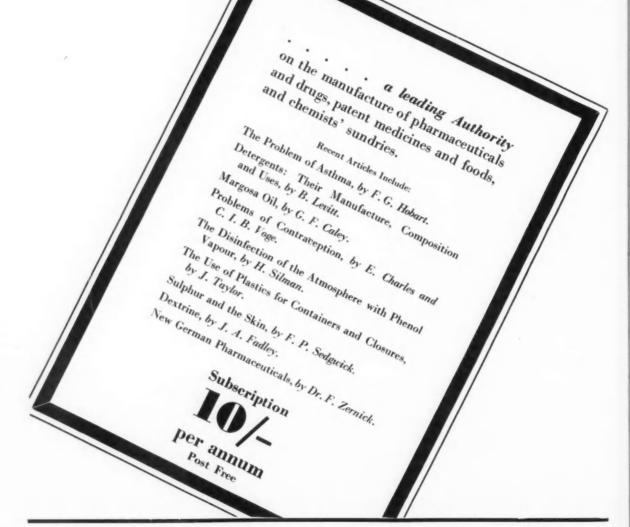
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- ☐ WACO Catalyst No. 3537AP, shows 4 New Coleman pH Electrometers.
- WACO pH Field Notes, Vol. 4. It is a summary of our experiences and describes the NEW Glass Electrodes.
- ☐ Bulletin 371AP . . . Dr. Malcolm Dole's 32 page, "Measuring pH with the Glass Electrode."



The Manufacturing Chemist



# Published Monthly by LEONARD HILL LIMITED

17, Stratford Place

London W.I. England

# PRICES in the NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS		Cassia rectified, U. S. P			Turkish 3.15@ 3.75
Almond Bit., per lb \$2.50@	\$3.00	Cedar leaf	.85@	1.10	Ginger 8.25@ 9.50
	2.75	Cedar wood	.24@	.26	Grapefruit 2.10@ 3.00
S. P. A 2.60@		Cedrat			Conc 24.00@
Sweet True	.95	Celery		14.50	Guaiac (Wood) \$3.10@ \$3.50
Apricot Kernel	.35	Chamomile(oz.)			
Amber rectified	.60				Hemlock 1.05@ 1.25
Ambrette (oz.) 46.00@		Cherry laurel			Hops(oz.) 8.50@ 13.00
Amyris balsamifera 3.00@	3.25	Cinnamon			Hyssop 40.00@ 50.00
Angelica root 75.00@		Citronella, Ceylon			Junper Berries 1.25@ 1.55
seed 90.00@		Java	.44@		
Anise, U. S. P	.75	Cloves Zanzibar	1.25@	1.35	Juniper Wood
	.,,	Cognac	16.00@	20.00	Laurel 6.50@ 8.00
		Copaiba	.65@	.68	Lavender, French 3.50@ 7.50
French 1.55@		Coriander		Nom'l.	Lemon, Italian 3.50@ 4.00
Balsam, Peru 5.50@	6.25	Croton			Calif 2.60@
Balsam, Tolu, oz 4.25@		Cubebs			Lemongrass
Basil(oz.) 2.40@	2.60	Cumin			
Bay 1.55@	1.75				Limes, distilled 6.15@ 7.00
Bergamot 3.60@	3.75	Curacoa peels			expressed 10.25@ 12.00
Birch, sweet 1.90@	4.00	Curcuma			Linaloe 1.20@ 1.30
		Cypress	12.00@		Lovage 65.00@ 72.00
Birchtar, crude	.18	Dillseed	3.00	3.85	Mace, distilled 1.40@ 1.50
Birchtar, rectified	.85				Mandarin 7.50@ 8.10
Bois de Rose 1.35@	2.75	Elemi			
Cade, U. S. P	.55	Erigeron			Marjoram 6.30@ 6.75
Cajeput	.80	Estragon			Melissa 4.00@ 4.25
Calamus 3.50 h	Nom'l	Eucalyptus	.45@	.50	Mustard, Genuine 8.00@ 9.00
Camphor "white"	.24	Fennel, Sweet	1.10@	1.20	artificial 1.95@ 2.25
Cananga, Java native 1.95@	2.35	Galbanum			Myrrh 10.00@
	2.85		13.00@		Myrtle 3.35@ 3.75
rectified		Geranium, Rose	4 000	F 00	Neroli, Bigarde, P115.00@130.00
Caraway 2.05@	2.20	Algerian			Petale, extra
	38.00	Bourbon	-		
Cascarilla 55.00@	75.00	Spanish	12.00@	1	(Continued on page 76)

# Modern Cosmetics and Toilet Goods require Modern Raw Materials

Descriptions of a number of these modern raw materials, together with suggestions as to their uses in creams and lotions—soap and oil shampoos—bath oils—soapless dentifrices—lathering and brushless shaving creams and other cosmetics and toilet goods are given in the following Laboratory Data:

No. 167—Escalol: A new Development in Sunburn Preventive Material; No. 173—New Developments in Cosmetic Raw Materials; No. 180—Improvements in Soap and Oil Shampoos; No. 189—Bath Oils; No. 195—Soapless Dentifrices; No. 214—Modernizing Cosmetic Creams, Lotions, Lathering and Brushless Shaving Creams; No. 215—A new Preservative

Copies of any of the foregoing Laboratory Data will be sent upon request.

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and Antioxidant.

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LOS ANGELES: 1282 SUNSET BOULEVARD



(Continued from page	ne 75)		Verbena 4.00@ 8.50	Amyl Acetate
Nutmeg		1.50	Vetivert, Bourbon 8.75@ 12.50	Amyl Butyrate 1.05@ 1.25
Olibanum	5.00@	5.25	Java 15.00@ 25.00	Amyl Cinnamate 2.50@
Orange, bitter		2.60	Wintergreen 3.35@ 8.00	Amyl Cinnamate Aldehyde 2.50@ 3.79 Amyl Formate 1.60@ 1.90
sweet, W. Indian		2.50	Wormseed 2.90@ 3.10	
Italian		3.75	Wormwood 3.00@ 3.25	
Spanish		3.25	Ylang-Ylang, Manila 22.00@ 30.00	Amyl Salicate
Calif. exp.		3.20	Bourbon 5.00@ 8.00	Amyl Valerate 2.00@ 2.40
11 1	000			Anethol 1.20@ 1.2
Orris root, con. (oz.)	5.25@	5.50	TERPENELESS OILS	Anisic Aldehyde 3.00@ 3.29
Orris root, abs. (oz.)			Bay 3.25@ 4.00	Benzalydehyde, U. S. P95@ 1.10
			Bergamot 9.50@ 14.00	F. F. C 1.55@ 1.90
Orris Liquid	10.00@	25.00	Clove 4.00@ 5.00	Benzophenone 1.45@ 1.79
Parsley	10.00@	11.00	Coriander 40.00@	Benzyl Acetate
Patchouli	5.00@	8.00	Geranium 8.00@ 12.50	Benzyl Alcohol
Pennyroyal Amer.		2.10	Grapefruit 45.00@ 60.00	Benzyl Benzoate 1.00@ 1.8
French	1.50@	1.65	Sesquiter 'less 85.00@	Benzyl Butyrate 5.00@ 6.0
Peppermint, natural	2.55@	2.75	Lavender 8.00@ 8.50	Benzyl Cinnamate 6.25@ 8.0
redistilled	2.80@	3.00	Lemon	Benzyl Formate 3.50@
Petitgrain		1.40	Lime, ex 54.00@ 72.00	Benzyl Iso-eugenol
French		2.50	Orange, sweet 100.00@120.00	Benzylidenacetone 2.50@ 4.0
Pimento	2.85@	4.50	bitter 90.00@115.00	Borneol 1.75@ 2.0
Pine cones			Petitgrain 3.25@ 3.75	Bornyl Acetate 1.50@ 5.5
Pine needles, Siberia	1.10@	1.25	Rosemary 2.50@ 4.00	Bromstyrol 4.50@ 5.0
Pinus Sylvestris	1.45@	1.75	Saga, Clary 90.00@	Butyl Acetate
Pumilionis	1.50@	1.75	Vetivert, Java	Butyl Propionate 2.00@
DI 1: 1 1: 1:	0.100	2.00	Ylang-Ylang	Butyraldehyde
Rhodium, Imitation	2.10@	3.25		
Rose, Bulgaria (oz.)		12.00	DERIVATIVES AND CHEMICALS	Carvene 1.15@
Rosemary, French		.75	Acetaldehyde 50% 2.00@	Carvol 4.00@ 4.2
Spanish		.80	Acetophenone	Cinnamic Acid 4.00@
Sage		2.00	Acetyl Iso-eugenol 7.50@ 8.00	Cinnamic Alcohol 3.40@ 3.6
Sage, Clary		30.00	Alcohol C 8 16.00@ 20.00	Cinnamic Aldehyde 1.45@ 2.0
Sandalwood, East India		6.00	C. 9	Cinnamyl Acetate 8.00@ 12.0
Australia	4.75@	5.75		Cinnamyl Butyrate 12.00@ 14.0
Sassafras, natural		1.25	C. 10	Cinnamyl Formate 13.00@
artificial		.42		Citral C. P 2.00@ 2.8
pearmint		2.15	C 12 14.00@ 25.00 Aldehyde C 8 30.00@	Citronellal 1.00@ 1.80
Snake root		13.75		Citronellol 2.00@ 2.6
pruce	1.05@	1.25	C. 9	Citronellyl Acetate 3.50@ 5.0
Styrex	6.00@	10.00	C 11	Coumarin
Thyme, red	1.10@	1.40		Cuminic Aldehyde 35.00@ 52.00
White	1.05@	1.25		Dibutylphthalate
	-	14.50	C 14 (so-called) \$13.00@ C 16 (so-called) 13.00@	(Continued on page 79)
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Dimethyl Hydroguinone	2.65@	3.75	Methyl Cinnamate		3.65	Thymene	.45@	
Dimethylphthalate			Methyl Eugenol		6.75	Thymol	1.55@	1.65
	.50@	.60	Methyl Heptenone	2.50@	4.50		1.550	1.03
Diphenlymethane	1.70@	2.25				Vanillin (clove oil)	3.65@	5.15
Diphenyloxide	1.20@			25.00@	.28.00	(quaiacol)	3.55@	5.05
mit 1 A - 1-1-	200	50	Methyl Iso-eugenol			Vetiveryl Acetate	30.00@	38.00
Ethyl Acetate	.30@	.50		26.00@	32.00	Violet Ketone Alpha		10.00
	6.25@	8.25	Methyl Peracresol	3.75@	5.50	Beta	5.50@	8.00
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Ethyl Cinnamate	3.50@	4.00	Musk Ambrette	4.20@	4.35	Yara Yara (methyl ester)	1.50@	1.75
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	1.25@	2.50	Xylene	1.25@	1.40	BEANS		
Ethyl Salicylate	1.15@	2.50	.,,			BEANS		
	0.75@	15.00	Nerolin (ethyl ester)	1.50@	1.75	Tonka Beans, Para	1.25@	1.40
Eucalyptol	.600	.75	Nitrobenzol	.15@	1./3	Angostura		2.75
	2.35@	3.25	Name A and A		40.00	Angostura	2.50@	4.13
Eugenol	2.35@	3.23	Nonyl Acetate	46.00@	48.00	Vanilla Beans		
Geraniol, dom	1.10@	2.60	Ortel Aretata	25.000	40.00	Mexican, whole	4.40@	4.75
Geranyl Acetate	1.70@	3.00	Octyl Acetate	35.00@	40.00			
			Paracresol Acetate	4.00@	5.50	Mexican, cut		4.35
	6.00@	8.00				Bourbon, whole		4.50
Geranyl Formate	5.00@	7.00	Paracresol Methyl Ether		3.00	South American	4.25@	4.50
tt it i de	2 200	2.00	Paracresol Phenyl-Acetate	8.75@	16.00			
A STATE OF THE STA	2.20@	3.00	Para Cymene (gal.)	1.25@	1.65	SUNDRIES AND DR	UGS	
	2.35@	2.50	Phenylacetaldehyde 50%	2.50@	5.00			
Hydratopic Aldehyde 2			100%	6.85@	9.75	Acetone	.05@	.061/2
Hydroxycitronellal	2.00@	6.50	Phenylacetic Acid	2.25@	4.00	Acid, muriatic, 18°, 100		
		4.50	Phenylethyl Acetate	2.95@	5.60	pounds	1.50@	2.45
Indol, C. P (oz.)	2.10@	4.50	Phenylethyl Alcohol	3.00@	4.25	Sulfuric 66°, ton, drms	28.00@	35.00
	2.30@		Phenylethyl Anthranilate			Alcohol, 190-pf. gal.		4.68
Iso-butyl Acetate	2.65@		Phenylethyl Butyrate	8.00@	12.00	Almond meal		.25
Iso-butyl Benzoate	2.75@	3.25	Phenyl Formate	12.50@		Aluminum chloride	.21@	.43
Iso-butyl Salicylate	3.00@	6.00	Phandathal Basinest		10.00			25.00
Iso-eugenol	3.50@	3.60	Phenylethyl Propionate			Ambergris, ounce	25.00@	35.00
	2.00@		Phenyl Valerianate	16.00@				
	2.00		Phenylpropyl Acet			Balsam, Copaiba	.401/2@	.45
Linalool	2.10@	4.75	Phenylpropyl Alcohol			Peru	1.100	1.25
	2.45@	3.75	Phenylpropyl Aldehyde	8.00@	12.00	Tolu		.60
amory: receive re /g			mt to 1			Beeswax, white	.40@	.45
Linelyl Anthranilate	5.00@		Rhodinol	10.00@	18.50	yellow		
	0.50@					Bismuth sub-nitrate		.33
Linalyl Formate		12.00	Safrol		.75	Passes associate and t	1.13(0)	F0.00
	_		Santalyl Acetate			Borax, crystals, carlot, ton		
Menthol, Japan		3.35	Skatol C. P(oz.)		9.00	Boric Acid, ton		40.00
Synthetic	2.25@	3.00	Styralyl Acetate	10.00@	15.00	(Continued on page	80)	

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(Continued from page	e 79)		Orris root, powd	.20@	.75	OILS AND FATS
Calamine	\$.16@	.20				T-II- N V C -1- 6 001/ G
Calcium, phosphate	.08@	.083/4	Paraffin	041/2@	.07	Tallow, N. Y. C. extra .\$ .081/8 @
Phosphate, tri-besic	.13@	.15	Petrolatum, white	.07@	.11	Grease white
Camphor		.62	Potassium, Carbonate	.14@	.12	Lard
Castoreum		18.00	80@85%	.07@	,	Coconut Oil, tanks101/2 @
Cetyl Alcohol		1.50	Hydroxide U.S.P.	.36@	.37	Corn Oil, distilled, tanks
Pure		2.15	88@92%		0.07	Red Oil, distilled, tanks 103/4 @
Chalk, precip		.061/2	00@12/6	01/400		
Cherry laurel water, gal		,2				
Citric acid		.251/2	Quince seed	.75@	1.25	Stearic acid
Civet, ounce		5.50		-		Triple pressed151/4 @ .161/4
Clay, Colloidal		.031/2		1		Saponified
Cocoa butter lump	.20@	.25	Rice starch	.09 1		Castor No. I, tanks
Cyclohexanol (Hexalin)				1.95@	2.15	Coconut, Manila Grade.
Cyclottonanor (Tronamy			Rose water, gal	1.25@		tanks
Fuller's Eearth, ton	IE MA	22.00				Corn. crude. Midwest
ruller's Eearm, fon	15.00@	33.00	Salicylic acid	.40@	.45	mill, tanks
	200	25		1.75@	***	Cotton, crude, Southeast,
Gum Arabic, white	.30@	.35		4.80@	15.50	
Amber	.15@	.18	Soap, neutral white	.19@	.23	
Gum Benzoin, Siam	1.45@	1.65			.021/4	Lard, common No. 1 bls. 121/4 @
Sumatra	.18@	.20		1.23@	2.37	Foots, barrels
Gum galbanum	.90@	1.05	Hydroxide, 76% solid, 100	1.23(0)	2.07	Palm, Niger, casks
Gum myrrh	.45@	.52		2.60@	3.75	Palm, kernel, tanks
			Silicate, 40°, drums, works, 100	2.000	0.70	Peanut Refined, barrels 121/4 Nomina
Henna, powd	.12@	.15	pounds	.80@		Soya beans, mill, tanks091/2 @
Hydrogen peroxide	.05@	.08	Spermaceti	.25@	.28	
			Styrax	.55@	3.25	Tallow, acidless, barrels121/2 @
Kaolin	.06@	.08	Sulfur, precip.	.17@	.20	Whale Refined, barrels 101/2 @ .103/
			Sandi, procipi	.176		
Labdanum	3.50@	5.50				CIVCEBINE
Lanolin, hydrous	.17@	.20	Tartaric acid	241/4@		GLYCERINE
anhydrous	.20@	.24	Titanium oxide	.20@	.22	
			Tragacanth, No. 1	3.10@	3.50	C. P., drums extra211/2 @ .22
Magnesium, Carbonate	063/400	.071/2	Triethanolamine	.45@	.50	Dynamite, drums extra211/2 @ .22
Stearate		.25				Saponification, drums 151/2 @
Musk, ounce						Soap, Ive
Musk, Dunce	13.000	20.00	Venice turpentine, gal	.35@	.45	
Marila di sana di sana	001/ (2)	.10	Violet flowers	.95@	1.15	
Naptha, cleaners, th. cars	.04/2@	.10				ROSIN
Oilbanum, tears	.16@	.28	Zinc oxide, U. S. P. bbls	091/-@	.15	
siftings	.08@	.10		1.10@	1.75	Barrels of 280 pounds
Orange flower water, gal	1.50@		Stearate	.21@	.28	M 9.271/2 N 9.271/
			windiate	· # 1 / 64	44.0	

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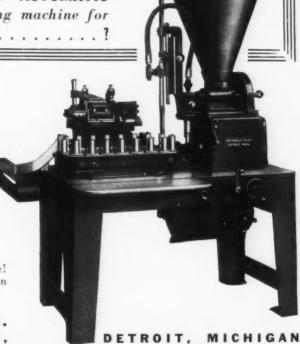
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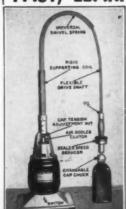
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(Continued from page 55)

sibly be able to take the place of linoleic acid, it is certainly less effective. In a survey of the subject by Pacini and Avis (Soap, Perfumery and Cosmetics, December, 1936), the view is definitely expressed that all isomers of linoleic acid are not effective for curing the fat-deficiency disease. "Vitamin F," we are informed, refers to the biologically-active isomer. It may, however, be seriously questioned whether all the natural oils and fats which have been found, in some degree, effective for curing the disease really contain one and the same specific isomer of linoleic acid, other than ordinary linoleic acid itself. Moreover, it would seem that, by writers who use the term "vitamin F," this sometimes stands for a complex of unsaturated fatty acids, and sometimes for one particular hypothetical constituent, not yet completely characterized chemically.

"Vitamin F" and Human Beings

We now approach a still more debatable area. So far in this survey, there has been no mention of conditions analogous to the experimental fat-deficiency disease of rats occurring in human beings, nor of their treatment by methods similar to those adopted in the experiments of the Burrs and others. There has been no mention of inunction as an alternative method to feeding for supplying the necessary unsaturated fatty acid, nor has there been any suggestion of the biological standardization of unsaturated fatty acid preparations to be used for this purpose. With respect to all these matters, dispute is rife.

Certainly skin and hair lesions are common enough in human beings which recall those of rats fed on fatdeficient diets; but it is difficult to credit that any reasonable human diet can be really deficient in the necessary unsaturated fatty acid. Indeed, the preparation of a diet on which to feed rats in order to check up the Burrs' results is not particularly easy. Moreover, the rat is a peculiar animal. Even if it is incapable of synthetizing the essential unsaturated fatty acid, it does not follow that human beings lack the same power.

On the other hand, it is certainly

true, as advocates of the use of "vitamin F" in cosmetics have pointed out, that, to-day, in an effort to slim the figure, many women cut down the proportion of fats in their diet to a minimum. Moreover, in many households, lard, a natural fat rich in combined linoleic acid, is replaced by substitutes devoid of this constituent or containing little of it. Various unpalatable oils are now hydrogenated in order to render them palatable and to raise their melting points. This process reduces or entirely destroys the unsaturated fatty acid content.

The prevalence of dry skins, brittle nails and lustreless hair are pointed to as indicative of "vitamin F" deficiency. This is possible, but it can by no means be said to be proven.

(To be continued)

#### MUSK EXPORTS FROM CHINA

Exports of musk to the United States from China through the port of Shanghai, which port is believed to clear the bulk of the exports, amounted to 309.33 pounds valued at \$34,136 in 1936.

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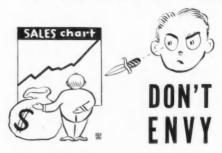
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(Continued from page 43)

mence, and so should be omitted.

The section on depilatories leads one to believe that depilatory creams are 1 e s s favored by the consumer than the powder type. This of course is the reverse of real facts. Flour and starch, while used, are not the best fillers. Magnesium carbonate, a very useful material is omitted.

The first formula under face powders is distinctly out of proportion. The magnesium carbonate, zinc stearate and zinc oxide are in the wrong ratios. Use dictates not more than about 8% of zinc stearate instead of the 20% mentioned. Eosin is not a desirable color for face powder, no matter how you look at it.

The second face powder formula is also unbalanced. A perborate face powder is ill advised. The "Velour" face powder containing 80% of starch (which kind?) is decidedly poor taste in view of present tendencies to leave out any kind or amount of starch. Titanium oxide is not mentioned. Precipitated chalk as an absorbent is not used. Prefixation or powder tinting are not mentioned, except for the use of a 1:100 solution of eosin as color.

Lakes and also ochres are omitted.

The liquid powder formulas call for talc, a useless ingredient in liquid face powders. Coloring is omitted.

Some of the hair lotions are pretty potent mixtures, and would be best dispensed under a doctor's direction. The writers of this section are to be complimented on omitting the use of arsenic or mercury in any form. For while they are useful, indiscriminate use by the untrained, lead the industry to trouble.

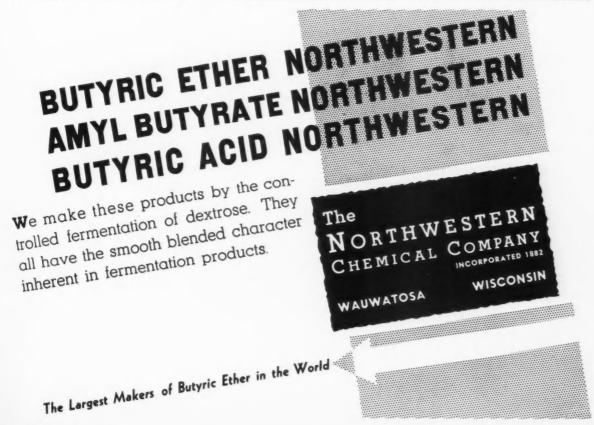
The permanent wave lotion is not sufficiently alkaline. Carmine as a lip rouge material is uncommon. Synthetic lakes and other useful colors are omitted. The nail bleach is dangerous. What is the matter with peroxide here? The liquid nail polish formula is passé. The polish remover has poor solvent, properties, especially if the usual grade of 95% alcohol is used, and such is implied. Tincture of cantharides is not recommended as an eyebrow pomade ingredient, though given in this formula. Too many women think an eyebrow cream is also good for eyelashes. The rouge section mentions carmine, and practice does not use it. Stearic acid is ill advised as a shampoo material. Shampoos err on the soap side, too little being present. Soft soap and ammonia are not the only alkalis used to make brushless shaving creams. These two formulas are poor.

Space does not permit to continue with this review. Suffice it to say that the whole cosmetic section is full of poor formulas, incomplete directions a n d formulas, unbalanced formulas, and formulas that will not give the pharmacist products equal to those on the market. It grieves me deeply to have to write such a review, for my first scientific affection is the American Pharmaceutical Association and its great work.

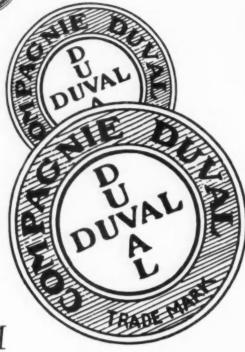
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# FNT and TRADE MARK DEPARTMEN

## Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks and designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT. THE AMERICAN PERFUMER, 9 East 38th St., New York City.

### **Trade Mark Registrations** Applied for (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

366,441.—See Illustration. The Scholl Mfg. Co. Inc., New York and Chicago. (1912.)—Foot lotion, foot deodorizer.

374,447.—See Illustration. Yu Kan Co. lnc, Detroit, Mich. (Nov. 15, 1934.)—Hair color restorers and dandruff removers. 375,338.—"TENTATION." Morny Ltd., London, England. (Dec., 1926.)—Toilet

soap and bath soap.

378,196.—See Illustration. Ernest G. Gardoni, doing business as Vitalic Mfg. Co., New York. (Feb. 29, 1936.) - Hair waving preparation.

378,209.—"MASQUIK."The Kurlash Co.

Inc., Rochester, N. Y. (May 2, 1936.) --Eyelash mascara and eyelash mascara re-

380,156.—See Illustration. Sidney Picker, doing business as Natalie Louise Certified Cosmetics, New York. (Aug. 1934.) - Skin cleansing milk, sunburn lotion, shampoo, muscle oil, eye lotion, nail polish remover, liquefying cleansing cream, nail polish, hand lotion, cold cream, etc. 381,465.—See Illustration, National Oil

Products Co., Harrison, N. J. (Jan. 24, 1928.) - All soluble, emulsifiable and sulphonated animal, vegetable and fiish oils. 382,194.—"RUBOLINE." Charles H.

Charles H. Matson, doing business as Chas. H. Matson, New York. (Mar. 25, 1935.) -After shaving lotion, cold cream, cleansing cream, hair tonic, shampoo, tooth powder, vanishing cream, etc.

383,272.—"FORMULA 37." Harry Ry-(Continued on page 89)



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(Continued from page 87)

berg, doing business as Miogenic Laboratory, Palo Alto, Calif. (Jan. 2, 1936.)-Hair tonic.

384,415.—See Illustration. Fries & Fries, Inc., Cincinnati, Ohio. (Apr. 29, 1930.)-Perfumes, perfume oils and extracts, and food coloring compounds.

Goldsmith 384,745.—See Illustration. Bros., New York. (Jan. 2, 1936.)-Tinc-

ture of green soap, mouth wash. 385.865,-"AEROMATT." Jo John & E. Sturge Ltd., Birmingham, England. (Feb. 18. 1936.) -Powder for use in cosmetics and toilet preparations.

387,163.-See Illustration. Aktiebolaget Doma. Barkargarde Domnarvet, Sweden. (June 10, 1936.) - Soap and cream for

shaving purposes.

387,166.—See Illustration. Bernie Le Vine, Dallas, Tex. (Oct. 17, 1932.) -Acne cream, acne lotion, acne powder, astringent, avocado cream, cleansing cream, eye shadow, facial beauty pack, etc.

387,210.—See Illustration. Bebe Ryberg, San Francisco, Calif. (Jan. 6, 1936.) - Hair

tonic.

387,870.—See Illustration. Houbigant Inc., New York. (Jan. 13, 1937.)—Per-Houbigant fume, toilet water, skin lotion, eau vegetal,

cold cream, face powder, etc. 387,929.—"LADY VANESSA." Lumb A. Valentine, New York. (Nov. 20, 1935.)-Face creams, cleansing creams, acne cream, bleaching cream, etc.

387,930.—See Illustration. Fred C. Zieg. doing business as The Essington Co., Fort Wayne, Ind. (Apr. 25, 1936.) - Hair dressing.

388.097.-See Illustration. Kraut & Dohnal, Chicago, Ill. (Dec. 1, 1936.)-Beauty products, including face creams, hand lotions, astringent lotion, muscle oil, brilliantine, permanent wave oil, oil shampoos,

388,485,-See Illustration. Madeline B. Taylor, Brooklyn, N. Y. (June 1, 1936.) -

388,520.—See Illustration. George R. Stuhler, Evanston, Ill. (Dec. 2, 1936.)-Astringents. cleansing creams, tissue creams, finishing creams, etc.

388,615.—See Illustration. Harris Eye Lotion Co. Inc., New York. (May, 1936.)

-Eye lotions. 388,693,— 'NURISS.'' Vadsco Sales Corp., Long Island City, N. Y. (Jan. 22, -Toilet preparations.

388,787.—See Illustration. Los Angeles Soap Co., Los Angeles, Calif. (Feb. 1, 1936.) - Granulated soap for laundry pur-

388,954.—See Illustration. Mary W. Myer, doing business as Burbank Craft Burbank, Calif. (Sept. 1, 1936.) -Hand and face creams and pastes

389,369.—See Illustration. Fred D. Naylor, Groton, Mass. (June 3, 1936.) - Mosquito repellant cream.

389,615,-"PYRAFRICE." Charles M. Mutch, Toronto, Ont. (May 18, 1936.)-Dentrifice in powder form and pasteform.

389,642.—See Illustration. Helena Rubinstein, Inc., New York. (Sept. 1, 1936.) -Lipsticks, rouges and nail polish.

389,741.- "FORMULA V." R. H. Macy & Co. Inc., New York. (Jan. 15, 1937.)-Hair tonic

389,742.- "Z. C. A." R. H. Macy & Co. Inc., New York. (Jan. 14, 1936.) - Toothpaste and mouth wash.

389,744,-"N. F." Narcissus Faltz. doing business as N. F. T. & Co., Norfolk, Va. (Mar. 15, 1932.)-Preparation for use on the human hair to facilitate straightening

the strands. 389,775.—"CALAVO," Calavo Growers of California, Los Angeles, Calif. (Feb. 25, 1937.) - Avocado oil used in the preparation of cosmetics, perfumes, rouges, lipsticks, etc.

390.077.—See Illustration, Lucky Tiger Mfg. Co., Kansas City, Mo. (Mar. 1, 1937.) -Medicated cream for use as an antiseptic and to soften the skin.

390,147.—See Illustrations. Parfums Charbert, Inc., New York. (Oct. 2, 1936.) Perfumes, toilet waters, sachets, eau de colognes, talcum powder, etc.

390,309.—See Illustration. Jacqueline Cochran, doing business as Komlikit, Roselle, N. J. (Feb. 16, 1937.)-Kit or package containing cosmetics and beauty preparations

390,311.—See Illustration, De Armond's Inc., Philadelphia. (Mar. 5, 1937.) - Preparations for hair and scalp hygiene

390,391.—"Mulsitan." The R. L. Watkins Co., New York. (May 11, 1936.) - Sunburn preventative.

390,582.—See Illustration, Charles M. Burnett, Jr., doing business as Tecol Co., San Francisco, Calif. (June 20, 1937.)-Specially processed oil, scientifically blended for permanent waving solutions.

(Continued on page 91)

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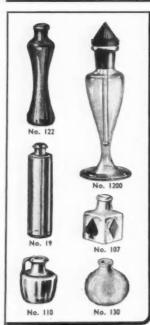
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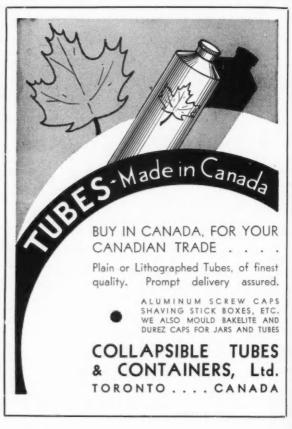
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## (Continued from page 89)

390,655.—See Illustration. The Lander Co. Inc., New York. (January 1934.)—Face powder, hair pomade, hand cream, nail polish remover and brilliantine.
390,701.—"NUTAN." Lentheric, Inc.,

390,701.—"NUTAN." Lentheric, Inc., New York. (Mar. 23, 1937.)—Preparations for protecting and conditioning the skin. 390,788.—"TEAK." Richard Hudnut,

New York. (Mar. 23, 1937.)—Perfume, eau de cologne and toilet water.

390,779.—See Illustration. James B. Casey, Fulton, Ky. (Feb. 15, 1936.)—Preparation to invigorate the growth of the hair, and for treatment dandruff and ecorema.

390,820.—See Illustration. Standard Drug Co. Inc., doing business as Elars Co., Richmond, Va., and New York, N. Y. (Nov. 30, 1935.)—Tooth paste and germicide antiseptic-deodorant.

390,848.—"GRO-PRES." Fan Tan Co. Inc., doing business as Gro-Pres Co., Chicago, Ill. (Apr. 1, 1936.)—Hair preparation

390,886.—See Illustration. Armin Varady, Inc., Chicago, Ill. (Mar. 23, 1937.)—Lipstick and rouge.

390,925.—See Illustration. Lanvin Parfums, Inc., Wilmington, Del., and New New York. (Mar. 27, 1937.)—Perfumes. 390,993, 390,994.—''B L U S H I N G '' and "COMPLEXION DRESS" respectively. Dermetics, Inc., Seattle, Wash. (May 29, 1936.)—Toilet Preparations.

391,008, 391,009... 'SIESTA' and "GAUCHO" respectively. Lentheric Inc., New York. (Mar. 12, 1937 and Mar. 17,

1937 respectively.)—Face powders; lipsticks and rouges, respectively.

391,012, 391,013.—"EARLY AMERI-CAN." Shulton, Inc., New York. (Apr. 2, 1937.).—Toilet preparations; soaps and shaving cream and powder, respectively. 391,060.—"Derma flex." Eljay Corp.,

391,060.—"Derma flex." Eljay Corp., Chicago, Ill. (Mar. 8, 1937.)—Hand cream. 391,074, 391,075.—See Illustrations. Kerk Guild, Inc., Whitesboro, N. Y. (Jan. 15, 1937.)—Toilet and bath soaps, particularly soap bodies in the form of novelties.

391,086.—"OF THEE I SING." Parfums Charbert, Inc., New York, (Oct. 12, 1933.)—Cosmetics.

391,179.—See Illustration. Fan Tan Co., doing business as Black Diamond Co., Chicago, Ill. (Nov. 1, 1934.)—Hair dye. 391,198.—"MILKOPINE." West Disin-

391,198.—"MILKOPINE." West Disinfecting Co., Long Island City, N. Y. (Jan. 21, 1937.)—Deodorant.

391,209.—See Illustration. Webster B. Essex, Elmhurst, N. Y. (Jan. 8, 1937.)—Hair tonic.

391,913.—See Illustration. Hirestra Laboratories, Inc., New York. (Dec. 10, 1935.)

—Hair tonic.

391,274.—See Illustration. Paul Gaire, Jr., New York. (Mar. 29, 1937.)—Hair preparation.

391,286, 391,287.—"CLUBMAN." Pinaud Inc., doing business as Ed. Pinaud, New York. (Sept. 19, 1933.)—Talcum powder and toilet water; shaving cream, respectively.

391,288.—"FLIRT." Pinaud Inc., doing business as Ed. Pinaud, New York. (1910.)—Perfume.

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391,289.—See Illustration. Pinaud Inc., doing business as Ed. Pinaud, New York.

(Jan. 1900.)—Toilet water.
391,365.—"Oil-O-Lather." Harry Aaron,
doing business as Aaron's Beauty Supply
Co., Brooklyn, N. Y. (Jan. 15, 1937.)—
Lathering oils used as a shampoo and oil
treatment for the hair.

391,409.—See Illustration. The William

A. Webster Co., Memphis Tenn. 391,429, 391,430.—"1811" and "MADRI-GAL" respectively. Molinard Inc., New York. (Oct. 1936.)—Perfumes; perfume extracts, toilet water, cologne and perfumed bloth used like sachets, respectively.

391,538.—See Illustration. Maison Joubert, Inc., New York. (Apr. 15, 1937.)—

Toilet preparations.

391,558.—"V B Q." Irving Aaron, Brooklyn, N. Y. (Mar. 1, 1936.)—Toilet preparations.

391,826.—See Illustration. Recorg Supply Corp., Chicago, Ill. (Feb. 19, 1936.)—Toilet soap.

392,048.—See Illustration. Helena Rubinsein, Inc., New York. (Apr. 1, 1937.)—

Face lotion and astringent.

# Trade Mark Registration Granted (Act of March 19, 1920)

These registrations are not subject to opposition.

M346,306.—"Betty Allan." W. T. Grant Co., New York. (Sept. 15, 1935. Serial No. 377,505.)—Powder puffs.

(Continued on page 93)

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M346,672.—"NO KAP." No-Kap Closures (U.S.A.) Inc., Providence, R. I. (Mar. 26, 1935. Serial No. 389,145.)—Nozzle closure means for containers, tubes, cans, and the like.

M346,679.—See Illustration. Colgate-Palmolive-Peet Co., Jersey City, N. J. (Apr. 13, 1936. Serial No. 377,835.)—Soap.

M346,683.—See Illustration. Superior Laboratories, Inc., Cleveland, Ohio. (Mar. 18, 1936. Serial No. 376,874.) - Face pow-

der and cold cream.

M346,688.—See Illustration. Elizabeth Flynn Preparations Inc., New York. (Mar. 1, 1936. Serial No. 389,779.) - Cosmetics, lotions, and toilet preparations.

M347,179.—See Illustration. Crescienzo Giafrancesco, doing business as Sawdusope, Pittsburgh, Pa. (Apr. 21, 1936. Serial No. 377,789.) - Hand soap.

M347,420.—See Illustration, Albert Mosheim, doing business as Wembley, New York. (Jan. 23, 1936. Serial No. 374,566.) -Face powder, bath powder, talcum powder, after-shaving lotion, toilet water, sachet and bath crystals.

M347,424.—See Illustration. John Lahoud, Caracas, Venezuela. (Dec. 1, 1935. Serial No. 377,466.)—Perfumed soaps and

shaving creams.

M347,430.—"sun tonic." Helena Rubinstein Inc., New York. (May 1, 1936. Serial No. 378,711.) - Preparation for preventing sunburn.

M347,444.—See Illustration. Wright & Lawrence, Chicago, Ill. (Aug. 1, 1935. Serial No. 389,950.) - Liquefying cream, foundation cream, cold cream, dry skin cream, deodorizing pencil, face powder,

M347.446.-"VOGUE." Richard Hudnut, New York. (1902. Serial No. 390,322.)-Cleansing cream, face powder, lipstick, rouge and toilet water.

M347,451.—See Illustration. Trading Corp., New York. (Jan. 31, 1925. Serial No. 391,673.)—Perfume, toilet water, face creams, face powder, talcum powder, lotions for the skin and hair, and shamnoos.

#### **Patents Granted**

2,081,279.—Depilatory. Albert B. Pacini, Chicago, Ill., assignor to Neet, Inc., Chi-

cago, 111.
2,081,286.—Eyebrow pencil. John J.
Woessner, Maspeth. N. Y., assignor to Eberhard Faber Pencil Co., New York.
2,081,674.—Atomizer. Walter J. Mehr

man and Clifford J. Mehrman, Toledo,

2,081,818.—Holder for toilet articles. Jean H. Johnson, Hobart, Ind.

2,082,049.—Combination powder box and puff. Joseph E. Gaudreau, South Ashburnham, and Robert A. Miner, Winchenden, Mass.

2,082,255.—Cosmetic applicator. Charles

A. Mureau, Los Angeles, Calif. 2,082,834.—Toilet set. Frank J. Hofmann, New York.

2,083,016.—Powder compact. Emanuel Hammerling, New York.

2,083,487,-Sanitary Tooth Brush Container with Antiseptic Vial. John F. Bell, Cape May Court House, N. J.

2,084,127.—Hair rinse. James C. Brown, Mount Vernon, N. Y., assignor to E. Frederics. Inc., New York.

2,084,292.—Compact. Rudolf Steiner, Vienna, Austria.

2,084,446.—Process for manufacturing oap and glycerine. Henry W. F. Lorenz, Jersey City, N. J., assignor of forty per cent to Charles H. Wilson, New York.

2,084,465.—Bath Salts. Philip Stoughton, New York.

2,084,483.—Naphtha soluble soap. Theodore R. Donlan, Irvington, N. J., assignor to Standard Oil Development Co., corporation of Delaware.

2,084,632.—Hydrogenated naphtha soap gels and method of making same. Carleton Ellis, Montclair, N. J., assignor to Standard I. G. Co.

#### **Designs Patented**

D104,616.—Display stand for perfume bottles and the like. Samuel Schein, Brooklvn. N. Y.

D104,695.—Vanity case or similar article. Eugene J. Lux, New York, assignor to Harriet Hubbard Ayer, Inc., New York.

D104,814.-Lipstick holder. Louis A. Samstag, New York, assignor to Elizabeth Arden Sales Corp., New York.

D104,938.—Combined bottle and stopper. Paul H. Ganz, New York, assignor to Prince Matchabelli, Perfumery, Inc., New York.

D105,026.—Bottle or similar container. Rollin A. Mills, Zanesville, Ohio, assignor to Maison Joubert, Inc., New York.



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1—American automatic Powder Filler and Weigher.

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1—Colton 2B Gelatin Coating Machine.

1—Colton Dry and Wet Granulators.

1—Filler Machine Co. 4-spout Filler, monel fitted.

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#### MISCELLANEOUS

USED SEITZ FILTER—Thoroughly reconditioned. Bargain price. Especially suited for tonics, lotions, etc. Write for details. Address Box 2269, The American Perfumer.

FOR SALE—The following used equipment: one Abbe Blutergess Model B; one Abbe Blutergess Model D; one F. J. Stokes No. 15E High Speed Automatic Powder Filler; one F. J. Stokes No. 15E Special Type CL powder Filler with AC motor.

For complete information write: Cosmetics, Inc., 1514 Fulton

St., Chicago.

# **Canadian Patents and Trade Marks**

HE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed

> THE AMERICAN PERFUMER 9 East 38th Street New York City

#### Trade Marks Under Unfair Competition Act of 1932

N.S. 7151, 7152, 7153, 7154,-"WEIL," "CASSANDRA," "BAMBOO" and "ZIBE- LINE" respectively. Perfumes, face powder, talcum powders, rouges, toilet waters, brilliantines, face lotions, etc. Parfums Weil Paris Inc., New York.

N.S. 7161,-"THEON." Nail polish. The

Theon Co. Inc., New York.
N.S. 7162.—"IDEAL HAIR TONIC." Hair tonics and hair lotions. The F. W. Fitch Co. Ltd., Toronto, Ont.

N.S. 7171, 7172.—"CATHERINE THE GREAT" and "PRINCE MATCHABELLI" respectively. Perfumes, toilet waters, eau de cologne, bath essences, bath oil, etc. Prince Matchabelli Perfumery Inc., New

N.S. 7183.—"CARROLL PERFUMER." Cold cream, vanishing cream, face cream, massage cream, bleaching cream, etc. The Carroll Co., West Haven, Conn.

N.S. 7186.-"CANADIAN GIRL." Face powder. Colgate-Palmolive-Peet Co., Ltd., Toronto, Ont.

N.S. 7188 .- "ROIL." Liquid hair tonics, conditioners and neutralizers. Raymond E. Lee, doing business as Zenith Supply Co., St. Paul, Minn.

7195 .- "WATERWAX." Toilet N.S. creams, other than cold cream, comprising a toilet lotion base or cake. Frank W. C.

Ross, Toronto, Ont. N.S. 7208.—"FLAMINGO." Cosmetics. Moon Glow Cosmetic Co. Ltd., Los Angeles, Calif.

N.S. 7236, 7237,-"CHARLES OF THE RITZ" and design of a conventionalized woman's head in which the hair is indicated by a series of four wavy, parallel lines, respectively. Hair dye, hair tonic, hair oil, hair washes, shampoo liquid, shampoo powder, etc. Charles of the Ritz

of Canada, Ltd., Montreal, Que.
N.S. 7238, 7239.—"RITZTONE" and
"REJUVENESCENCE" respectively. Massage cream: and skin creams, respectively. Charles of the Ritz of Canada, Ltd., Montreal. Oue.

N.S. 7242.—"PAPIER D'EGYPTE." Perfumed paper. Rougier Freres (Compagnie Incorporee)., Montreal, Canada.

N.S. 7259.-Facsimile of the signature of Joseph Sully. Cold cream, cleansing cream and vanishing cream. Josephine Sully, Montreal, Que.

N.S. 7274.—"SOPLUS." Granulated soap, Savo Soaps, Ltd., Edmonton, Alberta, N.S. 7306.—"CELLON." Cosmetics. Chantler & Chantler Ltd., Toronto, Ont.

366,622.—Soap product. The Industrial Patents Corp., assignee of Charles T. Walter, both of Chicago, Ill.

#### Mutual Sales Co. In Larger Quarters

The Mutual Sales Co., Toronto, manufacturer of toilet preparations is now located in new and much larger quarters at 1209 King St., West. The new telephone number is Kenwood 1196.





(Continued from page 32) tonic, but the broken leg was not caused by the hair tonic!

#### "Non-Allergic" Cosmetics

Which brings us to a practical problem. What should the attitude of the cosmetic chemist and physiologist be toward such things as Non-allergic cosmetics? From our definitions, it is obvious at once that there can really be no such thing as a non-allergic cosmetic, nor a non-allergic anything else. Some person, some time at some place will be sensitive or hypersensitive or evidence an altered reactivity to any and all products. True enough, some of the ingredients formerly used or publicized as being used in cosmetics were thought to give rise to altered reactivity in more persons than other products. Orris root is one which has had wide publicity. Aside from the fact that its use was limited to the cheapest of powders, and that it never found favor all advertisers stress the fact that their products do not contain orris root. How many persons are actually found to be sensitive to orris root?

A recent published thesis gives some results of patch tests. Orris root was found to give doubtful to positive reactions when tested as protein extract in 4 per cent of persons. Orris, ten per cent in petrolatum gave such reactions in 1.4 per cent. No less than 96 per cent of the tests were completely negative!

Orris-protein extract was 43 in a list of test substances charted according to descending order of positive reactions.

Paraphenylenediamine is another bugaboo of cosmetics. Elsewhere, I have stressed the fact that its dangers are overrated. Let us see what routine tests disclosed. Paraphenylenediamine-two per cent in petrolatum-was 35th in a list of tested ingredients according to descending order of positive reactions. Some 93 per cent of the tests were completely negative. The doubtful and positive tests were 6.4%. Hair dve-not otherwise identified-was 17th in the list. The negative reactions to hair dye were 87 per cent. The doubtful and positive tests were 12.2 per cent. Hair tonics-not otherwise identified-were 7th in the list with 81 per cent negative; and 18.8 per cent doubtful and positive reactions. The

test persons were patients at a skin disease hospital!

No person examined reacted to eye cosmetics nor to the test application of lead subacetate, 0.2 per cent. Contrariwise, there were 82 per cent negative reactions, with 17.8 per cent doubtful or positive reactions to ammoniated mercury; 81 per cent negative—8.7 per cent doubtful or positive to bichloride of mercury 1;1,000.

### Suggestions for Future Research

What the cosmetic industry requires is a study of healthy normal people to determine actually what the state of allergic response is to cosmetic preparations. It is my opinion based on a study of the clinical material, of the laboratory, and of the compounding bench, that cosmetics sold with or without the special designation of freedom from allergic responses will test out exactly the same! Were it not so, the industry of cosmetics would not have survived; would not have become the social force it is in the every day life of our people, and in the struggle for existence.

(Continued on page 99)

# NAIL POLISH

Nail Polish lacquer that is applied without brush marks or streaks. Brilliant gloss . . . excellent adherence . . . fast drying . . . will not wear off, peal or crack. Wide range of the most attractive and stylish colors.

Made under the most exacting and scientific conditions. Careful selection of colors which are fast and do not fade in sunlight, or re-act to hard waters or strong soaps.

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Manufacturers of Salore Products

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THE recognized standard of quality in the cosmetic industry is, and always has been, ITALIAN TALC.



Users of tale throughout the world know that the natural rockstone found in Italy produces a superfine product. Besides having an unusual silky texure, it has all the features that are most desired.

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- Face Powder Hair Tonic

☐ Shampoo

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 2—J. H. Day 800, 2000 lb. Powder Mixers, belt and motor driven.

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1—J. H. Day No. 1, 20 gals. Brighton Mixer.

1—J. H. Day No. 1, 20 gals. Brighton Mixer.

1—J. H. Day 4-speed Gem Cream Mixer.

2—Kiefer, Metal-Glass 100 gal. Percolating Units.

1—Ayers automatic Tablet Counting machine.

6—Abbe Pabble Mills, 25 to 200 gal. capacity.

2—Stokes & Smith Powder Filling machines.

4—J. H. Day, Eureka, National Powder Fillers.

3—40 gallon Pony Mixers, BRAND NEW.

2—Stokes No. 2-C piston type Tube and Jar Fillers.

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1—Colton No. 14 automatic Tube Filling and Closing machine.

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INTERSTATE COLOR CO. &

(Continued from page 96)

Cosmetics are essential. In the last analysis, they are rarely harmful due to any ingredient and the avaricious or ignorant dispensor does not long survive. Allergy to cosmetics should be remembered, but it should not be stressed. "Non - allergic" cosmetic manufacturers may win a temporary advantage, but in the long run, it will prove a boomerang. Cosmetics are not yet out of the era of the dark ages. There is still an aura of disrespectability about cosmetics among the reformers, and every advertisement regarding non-allergic cosmetics will be a lever against all cosmetics.

Once more, the difference between toxicology and allergy must be recalled. The cosmetician should avoid toxic reactions; he should try to avoid ingredients which have proven fruitful sources of allergic reactions (if he can find proof for such) and his testing laboratory should include not only sales appeal; sales resistance; packaging; but clinical trial under actual conditions, and patch testing for ingredients thought to be the source of altered reactions.

## NEW COMPANIES

Slow-Tan Chemical Corp., New York, chemicals, drugs, medicines, 300 shares no par value. Filed by Julius A. Kuck, Albion, N. Y.

Mary Dare Inc., New York, cosmetics, 200 shares no par value. Filed by Jacob I. Goodstein, 21 E. 40th St., New York City.

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Gibson Howell Co. Inc., New York, cosmetics, 200 shares no par value. Filed by Sullivan & Solomon, 1450 Broadway, New York City.

Mondaine Novelties Corp., Brooklyn, N. Y., vanity cases, compacts, \$20,000. Filed by Powsner, Katz & Polinsky, 26 Court St., Brooklyn, N. Y.

Sir's, Inc., Buffalo, N. Y., hair and scalp treating, cosmetics, 200 shares no par value. Filed by Botsford & Weber, 925 M. & T. Bldg., Buffalo, N. Y.

Bursart, Inc., Rochester, N. Y., cosmetics, \$20,000. Filed by Leo G.

Hosenfeld, Powers Bldg., Rochester, N. Y.

Queen Esther Products, Inc., New York, toilet articles, 90 shares no par value. Filed by Mendes, Krisel & Lessall, Woolworth Bldg., New York City.

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Norida Products, Inc., New York, cosmetics, 200 shares no par value. Filed by Abr. P. Wilkes, 1450 Broadway, New York.

Camille, Inc., New York, cosmetics, 250 shares no par value. Filed by Scholer, Fierman & Hays, 149 Broadway, New York.

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